The National CLEANER & DYER

AUGUST, 1950

TAILORING COURSE BOON TO REPAIR DEPARTMENTS.....Page 38

REMODEL PROFITS WITH OR WITHOUT FUR FACILITIES.....Page 46

COMPLETE PROGRAM FOR ROUTE SUPERVISOR TRAINING....Page 56

RETIRED CLEANER MAKES NOTEWORTHY "COMEBACK".....Page 76

ABOVE: This pile of garments was on schedule. Yergey's Cleansers and Dyers, Reading, Pennsylvania, pulled it out of spring boom volume for summer processing. Story on page 52

Here's a practical way to reduce your solvent recovery costs

YOU CAN USE your solvent over and over again with minimum waste or loss . . . cutting your solvent costs to the bone . . . when you filter with Hyflo*, the original high speed filter powder.

Hyflo's high filtering effectiveness is due to its tiny particles—of just the right fineness—that build up an open, porous cake on the filter screen. This Hyflo cake is fine enough to trap out *all* dirt, lint, and other insoluble impurities . . . yet is sufficiently porous to prevent clogging. The sparkling clear solvent flows through freely and at high speed.

The result is that your solvent stays clean longer, requires distilling less often. This not only reduces your solvent recovery costs, but gives you faster cleaning . . . faster rinsing . . . a reduction in odor troubles . . . more thorough, and more economical cleaning all along the line.

Ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It will tell you all about Hyflo . . . how to use it correctly . . . and help you get the most out of your filter system. Johns-Manville, Box 290, New York 16, N. Y.

*Reg. U. S. Pat. Off.

Johns-Manville

HYFLO

the original high speed Filter Powder

SYNTHETIC "SOAPLESS" SOAP

For Wet Cleaning—Spotting—Furniture Cleaning—Sweaters—Fugitive Colors

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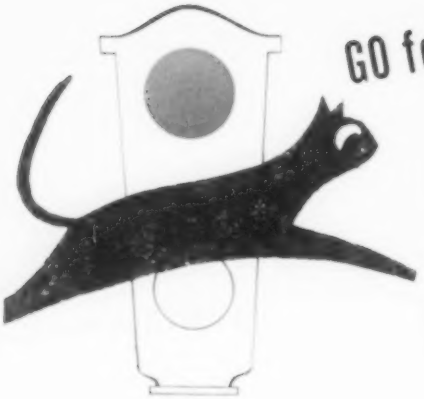

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Now . . . the original Arrow Sponge Pad that won the acclaim of plant owners from coast to coast, has been made even better. New manufacturing methods give you a pad that lasts longer . . . gives even better results on every type of garment. And . . . now you can instantly, positively identify the genuine Arrow Sponge Pad, thanks to its new green color. Be sure you get the best . . . be sure you get the new green Arrow Sponge Pad. Sizes and shapes to fit all pressing machines.

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SEC-o-MATIC'S MODEL AHR
(Panels removed to show equipment and controls)

- Cold perchlorethylene cleaning and solvent recovery unit—complete in one streamlined cabinet—clothing never exposed outside of cabinet.
- Large capacity—handles up to 90 pounds per hour.
- Speeds operation—washes and extracts a load in 10 min.
- Saves operator's time—needs attention less than 15 minutes per hour.
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- Cleans clothes C-L-E-A-N — by SEC-o-matic's time-proven "*turbulent agitation*".
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- Continuous or batch distillation—no time lost from cleaning operations.
- Unusually high solvent recovery—low water and steam consumption.
- Solvent costs cut, often to less than 1 cent per pound.
- Recovery cycle only 8 minutes.
- Vibration-free mountings eliminate special floor bracing.
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- Attracts customers—white enamel cabinet with dark blue trim, styled for the front of your store.

OTHER SEC-o-MATIC PROFIT-MAKING UNITS

MODEL AR

A separate complete solvent recovery unit fully enclosed. A cost-saver for any cold synthetic cleaner.

MODEL AH

Cold synthetic cleaning. High speed extraction. Solvent recovery unit (Model AR) can be inserted in hanging deodorizing cabinet at any time.

MODEL AG

Cold synthetic cleaning. Tumbler deodorizing. High speed extraction. 90 lbs. per hour.

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Whether you plan to put in your own cleaning unit—to increase or replace your present equipment—or to open a new branch store, be sure to get the facts on SEC-o-matic's profit-making cleaning units—"the machines the drycleaners have been asking for." It costs you nothing to find out.

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SEC CLEANING SYSTEMS

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NATIONAL CLEANER & DYER, August, 1950. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices, 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $3.00, Foreign $4.00 per year. Volume 41, No. 8. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

National CLEANER and DYER

VOL. 41 AUGUST, 1950 NO. 8

MISCELLANEA

WE like best the story about the combination plant that received in a laundry bundle a dress that obviously was a "drycleen only." So they did the logical thing: they drycleaned it. It was in pretty sad shape when received but they did a very creditable job of cleaning, spotting, restyling and carefully hand-finishing it.

Sent from the plant with pride of achievement in the hearts of the company's skilled workers, the dress was delivered about noon. At 1:00 P.M. the customer was blistering the telephone wires.

With the receiver 18 inches from his ear the dry-cleaning expert learned that as the customer hated that dress he also had sent it to the laundry bundle as a rag, as she was going to the Better Business Bureau about this, and all the dress looked as new her husband had refused to give her a promised twenty bucks for a stylish new one!

* * * * *

WITH our own eyes we saw the telephone recently installed by one of the industry's more dynamic drycleaning plant operators, one of those men whose affairs are constantly interrupted by the squawk box calling him to the phone in one part of the plant or the other. Or down at the restaurant. Or over at the laundry. Or out in the branch store. But there was one place where he couldn't be right on tap to answer his buzz phone.

So now there hangs a telephone receiver along side the toilet paper in the private accommodations right off his office! (P.S. Our boss says, "No!")

We're sorry we didn't get you a picture of the telephone installation. The combined staff lines are opportunity to pound on that it was a grating over-sight amounting almost to criminal negligence.

* * * * *

THEN there's the well-known allied trademen who at a recent convention drove off from the third tee and the ball dropped into the cup on the second green. He's the same man we see on three different drives, for the pin five feet from the ground for a birdie two, drive into the water and pick his ball off a lily pad, and drop a drive on a three-foot wide bridge to bounce safely into a brook. W.H.P.

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Make $32.40 additional net profit in only a few minutes

Pour 9 gallons of Anolite Anhydrous Emulsifier in a perfectly clean 55-gallon drum. Then add solvent until nearly full.

You now have a highly efficient filter soap equal in cleaning properties to leading brands selling at $1.55 per gallon.

Your cost is only 95c per gallon. You save 60c per gallon, or $32.40 on every 54 gallons you make.

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FOR PREMIUM-PRICED CLEANING USE EATON'S DRISIZE

The First Textile Finish for Use In All Dry Solvents

For premium-priced cleaning, quality cleaning plants throughout the country are using Eaton's DRISIZE in their DeLuxe Service.

Eaton's DRISIZE is specially suitable for this work. It imparts a definite feel, drape, and sheen to the material; all of which are immediately noticeable to the customer.

This superior finish fully justifies the higher price which must be charged for the DeLuxe Service. Therefore the dry cleaner who uses Eaton's DRISIZE is no longer dependent on special packaging, or the use of superfluous colored tissue paper, to give the impression that garments have been specially handled.

DRISIZED garments are easier to finish, and the cost of applying DRISIZE is less than 1½c per garment. Write us for complete details.

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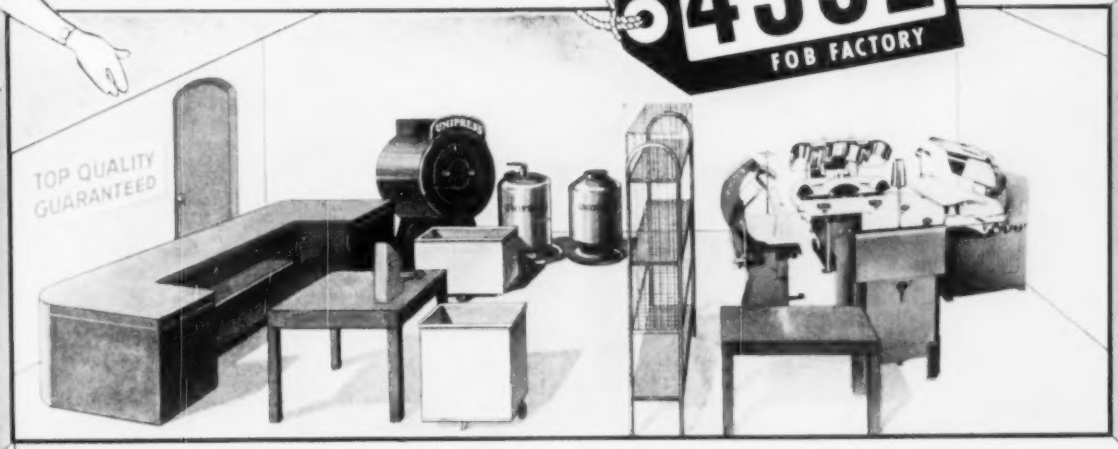
ONLY $4352 FOB FACTORY



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1—Marking Machine
1—UNIPRESS 25 lb. Washer
1—UNIPRESS 17-inch Extractor
2—UNIPRESS Galvanized Tubs with Drain
1—UNIPRESS 15 gal. Starch Cooker
1—UNIPRESS 2-qt. Porcelain Dipper
1—UNIPRESS 12-qt. Starch Pail
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ONLY 3 GIRLS TO RECEIVE, MARK, WASH, FINISH, SORT AND WRAP

2400 *REGULAR* and *SPORT* Shirts per week

HERE IS THE BUY OF THE YEAR! Now you can install the volume-building money-making UNIPRESS 3 Girl Economy Shirt Laundry with less money. You make big savings because the famous UNIPRESS 2 Girl 3 Press Shirt Unit is the heart of the laundry. With only 3 heavy duty long life presses, you completely machine iron 30 or more high quality finish shirts per hour per operator. You save the price of a separate yoke press. You save floor space and steps.

PAYS FOR ITSELF QUICKLY! Big profits from the UNIPRESS Economy Shirt Laundry pay back the original investment quickly . . . plus large dividends. You make money on laundered shirts and the additional dry cleaning business that shirt customers bring in.

IRONS ALL REGULAR AND SPORT SHIRTS! The UNIPRESS Economy Shirt Laundry takes care of all shirts.

INVESTIGATE THE UNIPRESS ECONOMY SHIRT LAUNDRY TODAY!

- 2 GIRL SHIRT UNITS
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Distributors in All Principal Cities in the United States, Canada and Foreign Countries

Put Trump on the spot

Use Trump for stains caused by: Paint, grease, varnish, oxidized oil, tar, asphalt, lipstick, some inks, blood, albumin, perspiration, stubborn soil and numerous other stains. Loosens dirt in hems, pleats, bottoms of formal dresses and coat linings. Does the work of several spot removers. Can be used with petroleum or chlorinated solvent. Trump is "dry" but water may be added to make a wet spotter. Rinses with solvent or water.

for dry prespotting
Use diluted with solvent and follow with straight Trump when necessary.

for wet prespotting
Trump mixed with water can be used when wet prespotter is desired.

for soaking
Diluted with solvent, makes a soaking bath for removing redeposited gray soil; imbedded soil in curtains, draperies, bottoms of dresses.

for lipstick and ball point ink
Removes lipstick or ball point ink on spotting board or in the wheel.

for wet cleaning
Will remove the same hard-to-get-out spots in wet cleaning as in dry cleaning. Added to soap stock gives superior job on athletic uniforms.

for reversibles and raincoats
Used with dry cleaning soap reduces spotting and wet cleaning.

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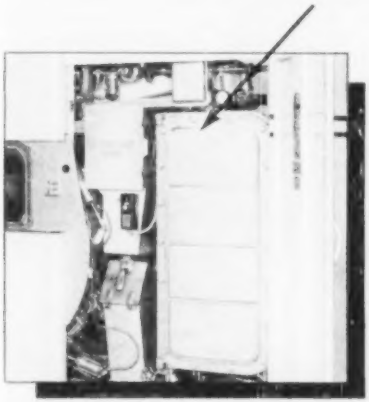
SUPER-ZORIC

...the Choice of Better Cleaners

Because: SUPER-ZORIC has sufficient filter capacity for complete change of solvent every 40 seconds . . .
To Assure Finest Quality Cleaning



THE SYMBOL OF ZORIC BETTER DRY CLEANING

• Better dry cleaners who have built their business on superior quality work know that it takes *clean* solvent to do really *good* cleaning. That's why they choose **SUPER-ZORIC**, the dry cleaning unit with sufficient filter capacity to completely change solvent approximately *every 40 seconds during the cleaning cycle.*

MORE REASONS WHY SUPER-ZORIC IS THE CHOICE OF BETTER CLEANERS

- **FULLY AUTOMATIC OPERATION.** In a completely automatic, 30-minute cycle, SUPER-ZORIC beautifully cleans, extracts, dries and thoroughly deodorizes garments with an amazing new-like freshness. Operator merely sets the Electro-Pneumatic Control, and SUPER-ZORIC does the rest **automatically . . . to assure finest quality cleaning.**
- **COMPLETE DISTILLATION OF SOLVENT** without interfering with the cleaning cycle. Solvent can be kept constantly clean, pure and crystal clear, with no interruption to production . . . **to assure finest quality cleaning.**
- **ADJUSTABLE TEMPERATURE CONTROL.** Merely setting a dial automatically adjusts drying temperature for particular type of work being run. Prevents shrinkage and costly complaints . . . **to assure finest quality cleaning.**
- **AUTOMATIC SOAP BATH ATTACHMENTS.** Proper detergent and correctly timed soap run can be used for particular type of work being cleaned. Each type of fabric and type of soil can be given proper treatment **to assure finest quality cleaning.**

WRITE TODAY for fully illustrated, descriptive Catalog on the SUPER-ZORIC (perchlorethylene) Dry Cleaning Unit . . . **The Choice of Better Cleaners** — FOR MORE PROFITABLE OPERATION THROUGH AMERICAN ADVANCED ENGINEERING.

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DRY CLEANING DIVISION
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LETTERS to the editor

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Price Control and Rug Cleaning

Dear Editor:

Congratulations on the cool, calm and collected thinking which prompts your June editorial on "maintaining price controls." It is our experience, too, that leading rug cleaning concerns of the country believe more and more training for their men does achieve better operations at less cost.

If you should decide to have reprints of this all-important bit of philosophical wisdom, I hope you will send me some for distribution among students at Bigelow's Carpet Cleaning Institute.

LAWRENCE P. BLISS
Carpet Cleaning Institute
Bigelow-Sanford Carpet Company, Inc.
New York, N. Y.

Price Control Stand Applauded

Dear Editor:

Your June issue just came in, and I eagerly turned to the editorial page to see the price control editorial that was in a state of gestation at Victoria. It was terrific, and I wish there were some way it could be made required reading for every drycleaner in this country.

I admire your courage for taking this stand, because undoubtedly it will cost you some good will from the planned security advocates, but that will be only a temporary setback, because I think you will gain much in respect for you and your journal by such forceful writing as this.

Cincinnati, Ohio G. W. Boyd

Smoking and Trichlorethylene

Dear Editor:

My name may or may not be known to you as a technical contributor to *Power Laundry* and other English trade journals, and as a lecturer to the Dry Cleaning Technical Training Bureau of London.

In a recent article I made the statement that fatalities had occurred by plant operators smoking in the presence of trichlorethylene fumes. Certain manufacturers have queried this statement and I would like to know whether any similar fatalities have occurred in the U. S. A. If so, could I trouble you for the details of one or two specific examples.

Stockport, England ERNEST ALDERSON

In response to inquiries which we made to several authorities on both drycleaning solvents and health problems, the following answers express the consensus:

"It is known that trichlorethylene and some of the other chlorinated solvents will decompose to form hydrochloric acid and possibly some phosgene when the fumes pass through an intense flame such as that of an open gas burner. However, to our knowledge there is no information as to whether a burning cigarette provides a sufficiently high temperature to cause this effect. Although it may be theoretically possible for such a fatality to occur, the information we have collected on various exposure cases which include illnesses as well as fatalities does not indicate any of them to have been traced to smoking in the presence of the vapors."

"Theoretically, a person drawing trichlorethylene vapors through a lighted cigarette would inhale some phosgene. Dr. Hemmon (of the U. S. Public Health Service) states, however, that they have no record of any fatalities occurring in this manner in the United States, and for that reason he believes it might be possible but not very probable. He further pointed out that perchlorethylene decomposes the same way. In this country, smoking is certainly common around perchlorethylene machines, and we know of no fatalities."

"We found no reports in the American literature of cases resulting from this particular cause."

"In 'The Chemistry of Industrial Toxicology' by Hervey B. Elkins, the following appears: 'Laboratory studies of this problem have not indicated any evidence of significant decomposition of numerous organic halide vapors when drawn through lighted cigarettes and cigars.'"—Editor

Invitation from Britain

Dear Editor:

The Guild of Dyers and Cleaners, as the British center of drycleaning and dyeing education, would like, through its executives, to welcome any of our American colleagues who may be visiting London to view this coming Autumn the Laundry & Dry Cleaning Trades Exhibition at Olympia, London—or for that matter, at any time.

One of our educational features is a regular monthly talk upon topical and up-to-date subjects in all sections of our trade and we are always very pleased to have visitors from overseas.

For any information or assistance that we can give, collectively or individually, please contact the writer.

E. B. LEADBETTER
Hon. Mem. Sec., Guild of Dyers & Cleaners
85, College Road, Isleworth,
Middlesex, England

German Cleaner Wants Correspondents

To the Voice of America:

As a listener to your program I come to ask a great favor of the Voice of America. I would like to get in touch with colleagues in my same business. Is there in America an organization of cleaners and dyers, and what is their address? Thank you in advance.

Heckstattenstrasse 80,
Furth, Bayern, Germany MAX WAGNER

The above request to the Voice of America was passed on to this paper.—Editor

Coming Events Cast their Shadows Before

... the 42" GROSSAIR OPEN END TUMBLER

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✓ GREATER GROSS

✓ GREATER NET

Founded 1923

GROSS MACHINERY COMPANY, Inc.

Originators and Manufacturers of the World's Finest Petroleum Solvent Cleaning Equipment

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make occasional customers "*regulars*" with

Perklor

Order Perklor in the Goldenrod and Blue Drum

Fast, dependable service and high standards of quality are two features that will help you add those occasional customers to your list of "regulars". And you'll find that's where Perklor—Dow's new stabilized perchloroethylene solvent enters the picture.

Perklor will help you improve your high standards of quality. It brings new life . . . new sparkle to light shades. Whites are actually whiter and you can *feel the difference* in clothes that have been cleaned in Perklor. You'll sense a feeling of softness that makes the fabrics seem like new again. With Perklor's short cleaning cycle, you'll be able to give faster service, too.

Order Perklor today from your Dow distributor and list those occasional customers among your regulars.

Buy Dowfume V, the powerful, new fumigant for use in garment storage vaults. Underwriters' Laboratories, Inc., classify Dowfume V as nonflammable.

use DOW Synthetic Solvents

PERKLOR
DOWCLENE
CARBON TETRACHLORIDE

DOW
CHEMICALS
INDISPENSABLE TO INDUSTRY AND AGRICULTURE

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago
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BILL CAPLAN demonstrates the EXCELSIOR *"One Unit"* Method of finishing SPORT SHIRTS faster, easier . . . and at a PROFIT

EXCELSIOR'S One-Operator Finishing System is the Answer

Bill Caplan, President of Excelsior, shows you how it's done. The sleeves of dry cleaned sport shirts are steamed and pressed on the hog-back sleever, and the shoulders are finished on the shoulder puffer. The collar and the top section of the sport shirt up to and including the pocket flap are steamed and pressed on the mushroom fabric head. The remainder of the sport shirt is finished in successive lays on the Offset Finisher. When finishing wet cleaned sport shirts, the sleeves, collar, and top section of the sport shirt up to and including the pocket flap are finished with the steam iron. The balance of the shirt is finished in successive lays on the Offset Finisher. This simple Excelsior one-unit method not only builds profits, but gives a job of hand-finished quality. Write for demonstration in your area.

WRITE FOR COMPLETE INFORMATION TODAY...*Now*

EXCELSIOR MACHINERY COMPANY

1454 RANDOLPH ST., DETROIT 26, MICH.

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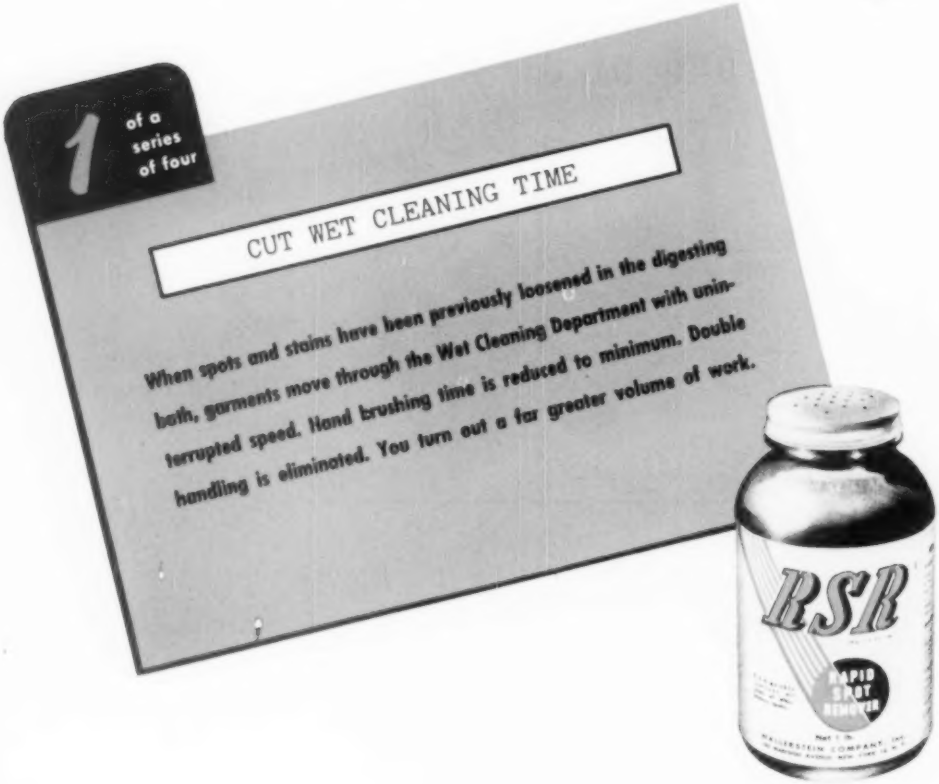
You gain four ways plus when you

Digest before wet cleaning



Soiled enough to be wet cleaned? Then put the garment into an *RSR* digesting bath to begin with and you'll save time, trouble and labor. This is being proved with profit over and over again every day. Remember, too, that while spots, stains and soil are being loosened in the bath, your time is free for other work.

Send for advance proofs of series showing 4 ways you will gain by "Digesting before Wet Cleaning"

WALLERSTEIN COMPANY, 180 MADISON AVENUE · NEW YORK, NEW YORK

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Long!

LONGEST PANEL TRUCK IN THE HALF-TON FIELD

is the Model F-1 Ford Panel. 95.4 inches of loadspace length back of the driver's seat lets you handle rugs, carpets and other long objects that need a lot of "leg room."

Tall!

MORE LOADING HEIGHT THAN ANY OTHER HALF-TON PANEL

is yours in the Model F-1 Ford Panel. Maximum height of 55.4 inches lets you handle garment bags and other tall objects that need lots of "head room."

Handsome!

Ford F-1 Panel is one of over 175 Ford Truck models ranging from 30-h.p. Pickups to 145-h.p. Big Jobs.

THE FORD F-1 PANEL HAS THESE TEN BIG ADVANTAGES OVER THE FOUR OTHER LEADING TRUCK MAKES:

TEN WAYS BETTER—AND THEN SOME . . . than the 4 other leading makes!

1. Up to 8 inches more loadspace length.
2. Up to 4¼ inches more loadspace height.
3. Up to 300 lbs. less chassis-body dead weight to lug around.
4. Up to 18% more brake lining area.
5. Loadomatic ignition for better performance, lower gas consumption.
6. Up to 15% greater frame section modulus.
7. Oil filter and 1-qt. oil bath air cleaner standard.
8. Two tail lights are standard.
9. Better looking integral fenders with no rust-breeding joint.
10. Only Ford offers a power choice of V-8 or 6-cylinder engine.

Ford Trucking Costs Less Because—

FORD TRUCKS LAST LONGER

Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer!

MAIL THIS COUPON TODAY!

FORD Division of FORD MOTOR COMPANY
3282 Schaefer Rd., Dearborn, Mich.

Send me without charge or obligation detail specifications on Ford Trucks for 1950.

FULL LINE ☐ HEAVY DUTY MODELS ☐
LIGHT MODELS ☐ EXTRA HEAVY DUTY MODELS ☐

Name _____ (Please print plainly)

Address _____

City _____ Zone _____ State _____

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SIGNS of the times

"Re-Clean" Boon to Drycleaner: There has been considerable excitement about a new home drycleaning compound called "Re-Clean." Introduced in the Eastern metropolitan areas with great fanfare in half-page and full-page advertisements in the big city papers, it claims to make a drycleaning solvent out of water. "easy to use in your washing machine," claims one advertisement.

Extensive testing of this new product suggests that it may the best promoter of commercial drycleaning yet introduced. When used as instructed it behaves as would any good emulsifier mixing a little solvent with a lot of water. It combines *all* the properties of water with a little dry solvent action. We can anticipate that any customer using this substance under the blissful illusion that she is drycleaning the garment is due for a rude awakening.

Drycleaners probably can remedy some of the mishaps. Customers using this product probably will swear off home cleaning in droves!

* *

California Law Again Attacked: A portion of the Cleaners and Dyers Act of California was declared unconstitutional in a recent ruling by Judge Donald J. Dodge, justice of the peace of Newport Beach Township Court. The actual case involved the operator of a press shop in Costa Mesa who was charged by a state inspector with violating two provisions of the act by operating a sponging and pressing plant without an operator in charge holding a valid registration certificate, and conducting the business without a license from the State Board of Dry Cleaners.

Judge Dodge ruled that there is no public interest served by regulating the pressing business only, when it is not connected with the actual cleaning of clothes which involves the storage and use of hazardous chemicals.

In his comment Judge Dodge asserted the right of a citizen to challenge the constitutionality of a law at the lowest level of litigation, while the state contended that only the higher appellate courts should pass on the legality of legislation.

In view of the recent attacks on the state law from various angles, a survey was made by the California Drycleaners Association to determine the attitude of the industry. The results showed 79 percent in favor of the law, 9 percent approving it with some reservations, and 12 percent disapproving. Questionnaires were sent to all plants in California, nonmembers as well as members of the association, and since the answers required no signature, the association felt that the survey was a true reflection of the opinion of the industry.

* *

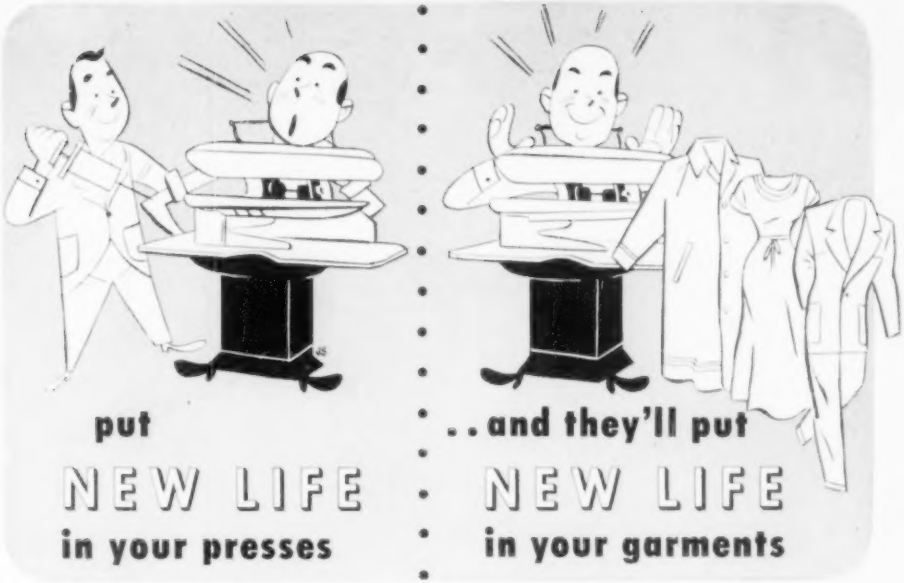
Fur Storage Holds, Repairs Up: A survey was made at the end of June by the New York *Herald Tribune* to determine the trend in fur storage and repair volume. The survey, which covered department and specialty stores in New York City, showed that while a cold spring had delayed the storage season, the volume was about the same as in 1949.

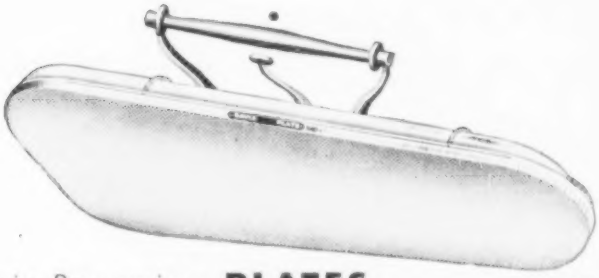
The 1950 season did, however, show a marked increase in the fur repair business, with specialty stores doing better than department stores. The increase, as high as 162 percent in one case, was attributed almost entirely to the business of converting old fur garments into linings for cloth coats.

* *

Frank Harscher Honored: After 43 years in the drycleaning industry, Frank Harscher of Chicago retired on June 15. The occasion was marked by a surprise party tendered him by the Chicago cleaners at the Congress Hotel on June 13, in appreciation of his many years of organization work and other unselfish services for the drycleaning industry. Mr. and Mrs. Harscher were presented with a six-piece matched lug-

Chicago drycleaning industry honors retirement of oldtimer Frank Harscher with testimonial dinner





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For bigger profits through better finishing, equip your presses with Davis Fabric-Renewing Plates. The patented burred surface lifts the nap as it presses and renews the fabric, giving garments the quality finish that customers appreciate. Davis Plates give you an additional boost in profits through greater production. Change over—today!

New Plates for All Presses at the Old Low Prices!

Hoffman XC05, XC07, Pantex 45, New York 42, 45 and all other 36 to 46" models	$13.50
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DAVIS UNIFLEX LEAK-PRUFD HOSE

Welding shortens hose life. Davis Uniflex Hose has a mechanically applied fitting with an exclusive mirror-smooth surface, which permits a perfect seal—your absolute guarantee against leakage. No leakage—no sudden, costly shutdowns on the press. Keep a pair on hand for emergencies. Better still, change over to Davis Hose today and there won't be any emergencies. Ask your jobber about new low prices!

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gage set at the dinner, which was arranged by members H. Ditkowsky, William L. Skalen and Julius Daniel of the Chicago Dry Cleaners Association.

Mr. Harscher started his long career in the drycleaning field as a route salesman. He was successively a plant manager, operator of his own plant, secretary of the Chicago Cleaners Association, and salesman for naphtha, hanger and chemical firms. Mr. and Mrs. Harscher have left for Florida, where they plan to make their future home.

* *

Standards for 140F Solvent: The National Bureau of Standards of the U. S. Department of Commerce is circulating for written acceptance a draft of proposed commercial standards for 140F drycleaning solvent. The standards were originally submitted by the National Institute of Cleaning and Dyeing, then adjusted in agreement with suggestions from manufacturers, distributors, testing laboratories and government agencies.

The standards cover physical and chemical properties, methods of inspecting and testing, and labeling. While their acceptance is entirely voluntary, the Department of Commerce points out that such provisions soon become established as trade customs, and are made effective through their incorporation into sales contracts by means of labels, invoices and so on.

* *

New plant of Hakuyosha Cleaners (often to Americans in Tokyo [note English signs]). Owner Igarashi says he is only NICD graduate in Japan

* *

Public Service by Drycleaners: Four public-spirited business firms, including Artley Cleaners of Vermillion, South Dakota, are underwriting a new educational radio program for the University of South Dakota. Broadcast Sunday afternoons over WNAX, the program offers advice on selecting a vocation and information on University life and activities.

Bob's Cleaners of Kenawa, Oklahoma, gives cleaning service on the uniforms of the Kenawa Merchants, local sandlot baseball club.

Harry Bogart, proprietor of Embassy Cleaners of Larchmont, New York, was installed as president of the Larchmont Fair Trade Association at a recent dinner meeting.

George Stagg of Argonne Cleaners, Kirkwood, Missouri, has been elected president of the Kirkwood Chamber of Commerce.

The new president of the Tulsa (Oklahoma) Civitan Club is John V. Davidson, operator of Paramount Cleaners.

George Sloan of Garber's Cleaners has been chosen president of the Campus Business Men's Association of Champaign, Illinois.

* *

Press Supports Detroit Campaign: Community and neighborhood newspapers, numbering 75 weeklies in the Detroit area, have given unprecedented support to the publicity campaign of the Dry Cleaners Institute of Detroit, reports Loren Farrell, executive director. Based on the enthusiastic cooperation of the neighborhood papers, Mr. Farrell believes that drycleaners who overlook the advantages of keeping their local papers informed of news in the business are missing a bet.

In response to an inquiry accompanied by two informative releases, 92 percent of the community papers told the Institute that they would use stories giving helpful hints on drycleaning. Educational information, with credit to the Detroit Institute, is now appearing as a regular feature in the majority of Detroit and suburban weeklies.

Neighborhood paper coverage, together with special stories on the women's pages of the three metropolitan Detroit dailies, have resulted in more publicity for the drycleaning industry in Detroit since April 1, when the campaign began, than in the entire postwar period.

* *

New Sideline? From time to time this publication carries a story about a new or unusual sideline profitably introduced by some enterprising drycleaner. A novel sideline that we are simply reporting, with no suggestion of "go thou and do likewise," turned up in San Francisco, where a local cleaner was arrested on suspicion of bookmaking. Police said bookmaking equipment was discovered in a rear room of the cleaning establishment.

* *

More Cleaners Explain Industry: Numerous reports are coming in of talks given by drycleaners at Rotary Club meetings to explain drycleaning methods and operations. Don Ford recently spoke "On Being Taken to the Cleaners" before his fellow Rotarians at Sault Ste. Marie, Ontario, Canada, and Wallace Masteller of Monarch Cleaners, Sidney, Ohio, illustrated a similar talk with charts.

* *

Tax on Launderettes: As reported by George B. Webster, executive secretary of the North Carolina Association of Launderers and Cleaners, the revenue act of that state requires a self-service laundry offering drycleaning services under its own name to have a state drycleaning license. The fee for the license is the same as that for owning and operating a drycleaning plant.

The state attorney general recently ruled that self-service laundries using equipment such as tumblers and presses, commonly used in commercial laundries, must pay the same state tax as the commercial laundries.

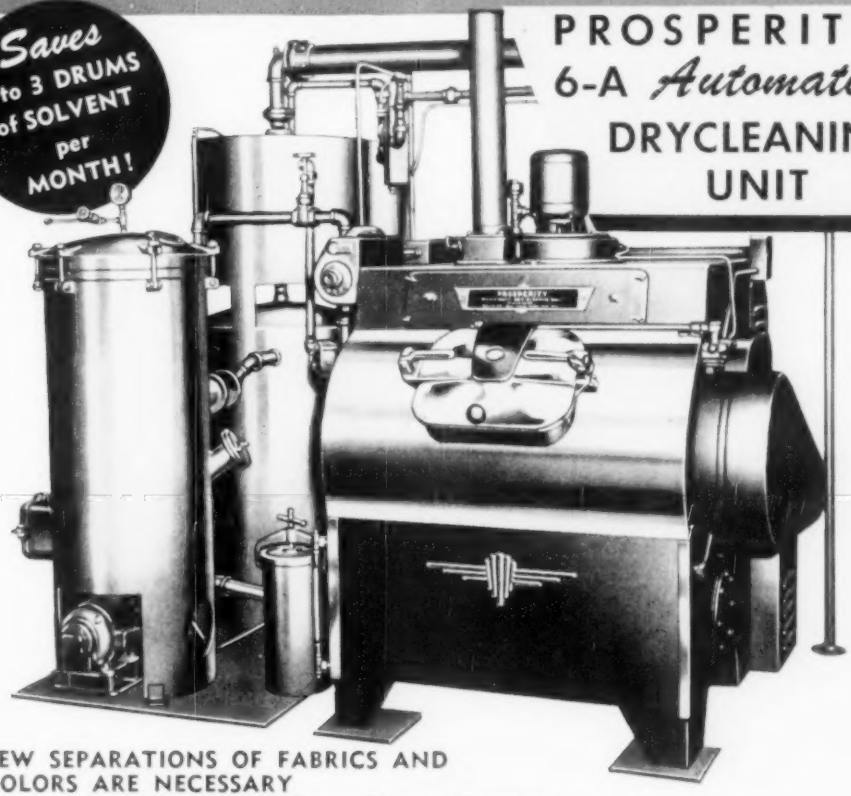
The state's revenue act provides that launderettes using home-size machines pay only one-third the license fee imposed on commercial laundries, but this one-third rate does not apply when such an establishment uses commercial laundry equipment.

What are You Paying?

The INITIAL PRICE you pay for a drycleaning machine is Not its Cost.
It's what you pay month after month for solvent, supplies, labor and maintenance!
Think of it this way . . . what is the machine paying you . . . in continuous PROFITABLE production of QUALITY Drycleaning?

Saves 2 to 3 DRUMS of SOLVENT per MONTH!

PROSPERITY 6-A *Automatic* DRYCLEANING UNIT



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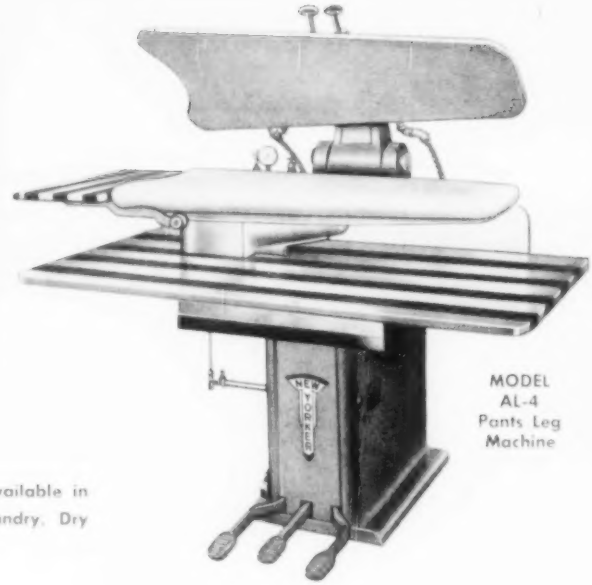
New Yorker Approved Air-Operated Presses are machines with which your pressers will feel at home. You won't have to give your pressers Piano Lessons with New Yorker Presses.

New Yorker Air-Operated Presses are available in all of the 300 models used in the Laundry, Dry Cleaning and Clothing fields.



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"BUILDERS OF BETTER PRESSING MACHINES FOR OVER 40 YEARS"

There is no equal...

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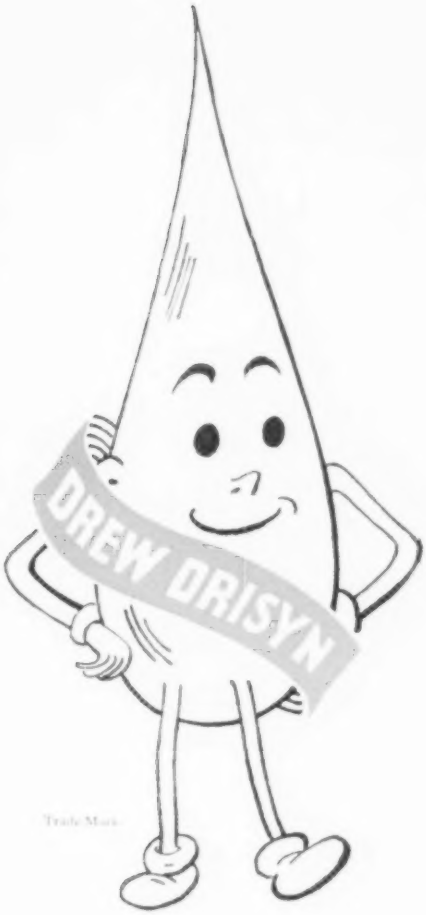
As vital to cleaning as soap is to washing!



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There is no substitute for Drisyn!

The formulation, contents and characteristics of Drisyn are *exclusive*—developed *only* by Drew, made *only* by Drew, sold *only* under the trade mark "DRISYN" by Drew Distributors. No other drycleaning soap is equal or similar to Drisyn.

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DRISYN is *all* pure detergent. It is a *complete* 100% concentrate with advanced penetrating, cleaning, emulsifying and *finishing* properties to assure quality cleaning at lower cost! DRISYN controls moisture . . . can be used with any type of solvent . . . prevents redeposition . . . makes an ideal low cost pre-spotter.

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BUSINESS BUILDERS

Stop Spots for Billboards

BILLBOARDS advertising drycleaning are highly successful if they are kept inside the city and at the right location, according to J. L. Troy of Troy Cleaners, McAlester, Oklahoma. A billboard at a railroad crossing, Mr. Troy says, gets three times as much for an advertising dollar as does one on an out-of-town highway or on a city street but not at a forced-stop location. Troy uses four billboards, all at forced-stop locations. The boards are changed seasonally, with fresh paper each 30 days. The cost of the four is $14 a month.

Motorists hold up at railroad crossing and keep noticing billboard advertising Troy Cleaners of McAlester, Oklahoma.

Results of this advertising are easily observed, Mr. Troy reports. When billboards push blankets, wool storage or some cleaning special, the plant notices an immediate increase in that type of business.

Outstanding Truck Design

TO overcome the problem of color duplication among local fleets, the New System Laundry and Cleaners Limited, Saint John, N. B., Canada, developed the distinctive truck design illustrated here. All trucks of the fleet of half-ton panel models are identical, featuring the "laundry package" design. The package is white with ribbon and bow in blue; black lettering with the capital N and S in red, and the laundry ticket outlined in black. The cab, front and base are a brilliant yellow.

The painting job and lettering cost $125 per truck.

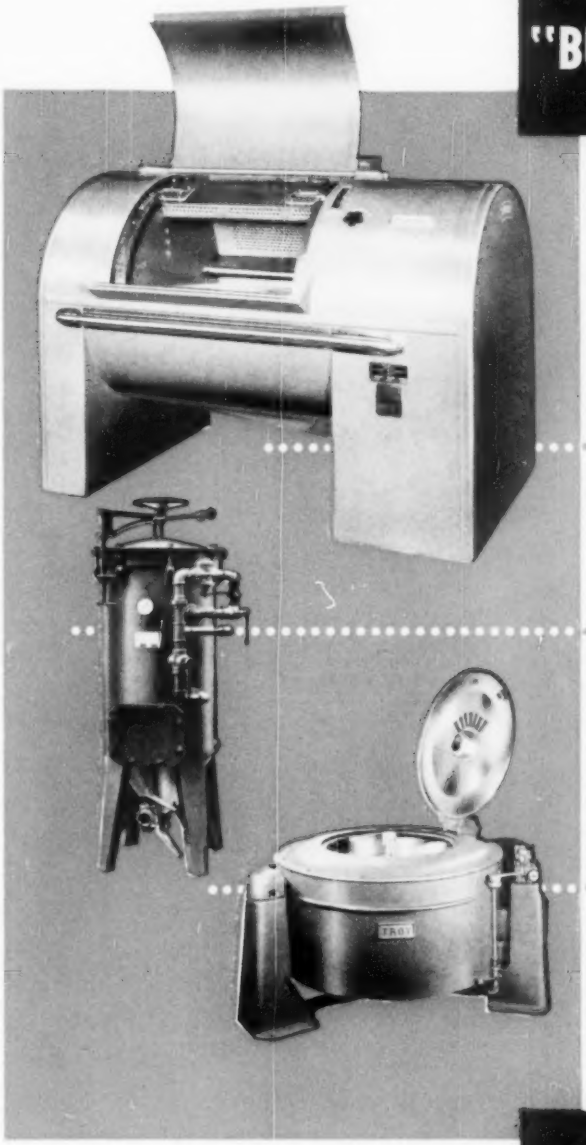
New System, of which R. C. Holt is president, reports much commendatory comment on its new truck design.

Impressive Tie-in

Ad of Colony Cleaners, Nashville, Tennessee, ties in neatly both with advertising of local store and well-known name of garment manufacturer.

DRESS UP YOUR PLANT . . .
SPEED UP YOUR PRODUCTION WITH . . . . . .

TROY
"BUSINESS BUILDERS"



If you'd like to modernize your plant . . . if you want to get greater operating efficiency . . . and IF YOU WANT TO INCREASE YOUR BUSINESS . . . then investigate Troy's line of drycleaning equipment. Smart appearance, sturdy construction and smooth operation have made Troy drycleaning machinery a popular favorite among profit-minded drycleaners.

ELECTROCLENE WASHERS

Newest and biggest drycleaning bit! All operating parts fully enclosed, yet readily accessible. Only two points on washer and three on motor to lubricate. Motor-driven through multiple "V" belts. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

TROY-OLSON SUPER-FLOW FILTERS

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS

Heater and pre-heater coils are removable for easy inspection and cleaning. Easy to install and operate.

TROY ATLAS DRYCLEANING EXTRACTORS

Better quality drycleaning in less time and at lower cost. Center-Sling design provides maximum safety. "V" belt motor driven, available in 40" and 48" diameters and at slower speeds for "system Incline" cleaners.

WRITE FOR NEW 36" ELECTROCLENE BULLETIN. Illustrates and describes new TROY 36" diameter ELECTROCLENE Drycleaning Washer and all its features. Bulletins also available on TROY Mercury Petroleum Units, Garment Presses, Vic Synthetic Units and other Troy drycleaning equipment.

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Division of American Machine and Metals, Inc.
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C-50

CONCENTRATED DRY CLEANING SOAP

by **NU-PRO**

There's none so new, so potent ... C-50 is an innovation in Dry Cleaning Soaps ... greater speed, tremendous savings, easier handling, all with top efficiency.

note its OUTSTANDING ADVANTAGES!

- C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
- C-50 is 40% less costly.
- C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent.
- C-50 can be used with Stoddard Solvent or 140 F and chlorinated solvents.
- C-50 is non-inflammable.
- C-50 is more economical all the way around.
- C-50 solves storage. Packed in gallon jugs. No drums to take up valuable space.

USE C-50 ...THE *MODERN WAY* TO HANDLE DRY CLEANING SOAP OPERATIONS!

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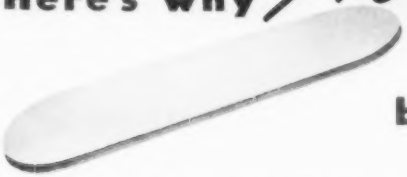

1. Permits higher-quality work with less effort.
2. Affords instant removal of steam by vacuum.
3. Doesn't need washing.
4. Eliminates button and zipper breakage.
5. Banishes "shine" on gabardine, serge and similar materials.
6. Lasts far longer than conventional quilted pads.

THE same foam latex material that has revolutionized cushioning now makes possible greatly improved press pads. **Airfoam** is ideal for top layers, because it permits instant removal of steam by vacuum. It's so porous, you can blow cigarette smoke right through it. **Airfoam's** uniform resiliency permits a smoother, faster "press" with less effort.

If you manufacture press pads, you'll find that **Airfoam** will help you turn out a better product. If you own a cleaning establishment, this magic latex material will help you do better, faster work, and save money, too. For information, write: Goodyear, Airfoam Dept., Akron 16, Ohio.

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THE FUR BOOK TELLS YOU . . .

HOW to clean every type of fur pelt . . . safely
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HOW to remodel an old fur garment to the newest fashion
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HOW to estimate the cost of a repairing or remodeling job

And every other subject relating to fur working and processing—including suggestions for building up a fur department . . . common problems and how to solve them . . . identification and individual treatment of the most popular furs.

All made amazingly easy to understand! Practical step-by-step instructions for all basic techniques and many typical sample jobs. Illustrated with about 200 detailed diagrams and photographs of skilled fur craftsmen at work.

Get all possible profit from every fur garment in your storage vault... by giving your customers a *complete* fur service—in your own plant!

The author has successfully trained over 2,000 working furriers!
THE FUR BOOK gives you the same practical course for learning these highly profitable skills.

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TELLS YOU HOW!

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has a background of thirty years in the fur industry.

Skilled craftsman—learned the trade at the age of 12, has worked in 100 fur plants.

Consultant—now conducts his own business as fur consultant, specializing in difficult problems.

Teacher—senior instructor at Central High School of Needle Trades, New York City; instructor in charge of Fur Garment Manufacturing Division, American-Mitchell—Sol Vogel Designing School.

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David G. Kaplan knows furs from every angle . . . knows the possibilities for fur profits . . . knows how to present the subject in a practical, understandable manner.

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Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.
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GADGETS and gimmicks

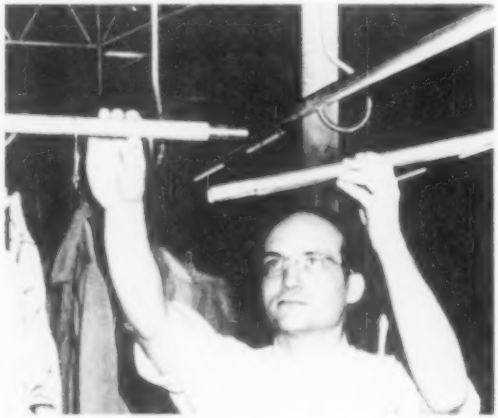
Movable Rail Supports

MINIMUM lifting of hangers from express rails is the goal at English Cleaners, Kansas City, Missouri. Garments are placed on hangers when they leave the tumblers, where the express rail system starts.

Because the rail system is changed frequently to improve workflow, no rail supports are welded. The hook of the rail support rod fits snugly into a drilled hole which has been polished. This hole is in the exact center of the underside of the rail. A slight tap with a wooden mallet on the underside of the rail is all that is needed to raise the rail from the hanger hook support.

At all switches and cross-rail points a 6-inch section of lightweight solid metal extends out from the end of the rail. The half-round of the rail-switch section fits over this 6-inch solid bar, giving a smooth switch connection.

Where the silk rail drops on to the wood rail leading to the assembly wheels, the hanger hook holding the silk rail is loosely fitted into the rail, and set back 30 inches from the beveled end. At rest, the beveled end of the silk rail is $\frac{1}{4}$ inch above the wood rail, which it joins. The weight of hangers being brought along the silk rail causes the beveled end to drop down and fit the surface of the wood rail. After hangers have passed over the silk rail end the spring of the rail causes the end to rise the normal $\frac{1}{4}$ inch. If the silk rail does not spring back, hangers coming along the wood rail strike a slightly rounded underside bumper and cause the rail to rise the $\frac{1}{4}$ inch. This is another advantage, according to co-owner Harold Katz of not having the support hooks welded.



Co-owner Harold Katz of English Cleaners, Kansas City, Missouri, shows how rail swings half-round 6½ ins. to 6-inch bar for smooth connection

Hanger Shirt Package

THE shirt laundering department of Taft Stores in Newark, New Jersey, usually dispatches finished work to the various branch stores in fiber cartons. For most of the pieces this is the most efficient and practical method of moving the shirts from the plant to the truck and then into the store.

Previously the one objection to the system was that a few pieces held up for washover or repair would force the assembly operator to hold open various cartons or re-open carriers checked out for delivery. In meeting this problem Owner Charles A. Schapiro decided to handle these stray pieces separately and gather each store's late shirts in a paper bag. The neck of the bag is folded over a wire hanger and stapled. Hung in the truck with the dry-cleaning orders, the shirts are transported to the store without danger of being crushed in transit or overlooked at delivery.

Check on Store Traffic

ANOTHER use for those circular recording devices has been found besides checking on how much idle time a delivery truck is building up in a day. Gates Shull of Shull's Dry Cleaning Works in York, Pennsylvania, has proposed rigging one to his branch store and plant store doors to record the number of times per day they are opened—and at what times during the day the traffic is the heaviest.

Mr. Shull has begun to suspect that at times he has a two-girl force on hand when the traffic warrants only one girl. It is possible that in a store or two he could, by giving his one girl an early or late lunch hour, dispense with a second girl entirely, or at least eliminate a split shift or substitution. He can also determine whether all stores need open at the same hour in the morning, close at the same time in the evening, or all be open on Saturdays. Also, as a by-product, he can know for sure whether the stores are opening and closing at the required times.

CUT COSTS...INCREASE PRODUCTION 20 to 50%

DO BETTER FINISHING

with plant tested...plant proved

Dryco

FINISHING AIDS

DRYCO'S FAMOUS "E-Z SQUEEZE"

WATER SPRAY GUN

Provides
Moisture
Where You Want It
When You Want It

Simply
REACH...SQUEEZE...RELEASE

MODEL F—With 6 ft. hose, controlling valve and suspension spring

$9.95

Hangs with spray end down. Trigger extends along entire side. Operator merely reaches, squeezes and measured spray is instantly directed to desired area. Dampens fabric just right for top quality finishing. Simple to use, no waste motion. Gives far more finishes per hour.

DRYCO HI-SPEED SHINELESS

SHOULDER FINISHER

EFFORTLESS SHINELESS Shoulder Finishing
3 TIMES FASTER

"PUFF ...and it's done!"

TAKES ONLY **6 SECONDS** per shoulder

LADIES' and MEN'S SHOULDER and SLEEVE PUFFER

Features Dryco's special No. 5 utility puffer head for both ladies' and men's shoulders and sleeves.

MODEL 1015

$55.00

Far superior to hand pad finishing. Polished puffer head fits any shoulder. Quickly restores original fit and drape to shoulder and upper sleeve. Smooths linings and top seams too. No puckers, no wrinkles, no shine. Requires only 14"x16" floor space.

DRYCO "*Moisture Conditioned*"

STEAM-ELECTRIC IRON

Does Not Waterspot
—even on low
temperature

ONLY
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complete with cord and choice of 4 lb. or 6 lb. iron

Patented design insures a constant flow of moisture-conditioned steam thru sole of iron. No waterspotting. Particularly safe for use on synthetic fabrics which require low temperatures. Restores feel, drape and appearance for top quality finishing. Preferred by leading plants for 20 years.

Order Now FROM YOUR SUPPLIER.... HE IS OUR DISTRIBUTOR

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DRYCO EQUIPMENT COSTS ONLY A FRACTION OF WHAT IT SAVES

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Risking lost customers to save a few cents on "filter aids" is a sucker game. You have so much to lose . . . so little to gain by taking a chance on Fatty Acid build-up in your solvent.

It's better to be safe than sorry . . . better to stop solvent-odor trouble before it starts with MAGNESOL*. That way you're sure you will always have "sweet", clean, colorless solvent in your wheel. That way you'll cut distillation to a minimum. That way you'll lengthen solvent life, reduce after-spotting, save on re-dos.

Why take a chance? An all MAGNESOL* filter cake plus a scoop of MAGNESOL* to every load costs a lot less than a lost customer.

Order some MAGNESOL* today. Use it as directed. Check your costs and profits at the end of a month. You'll agree that it doesn't pay to gamble with FATTY ACID!

MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its magnesium silicate adsorbent powder.

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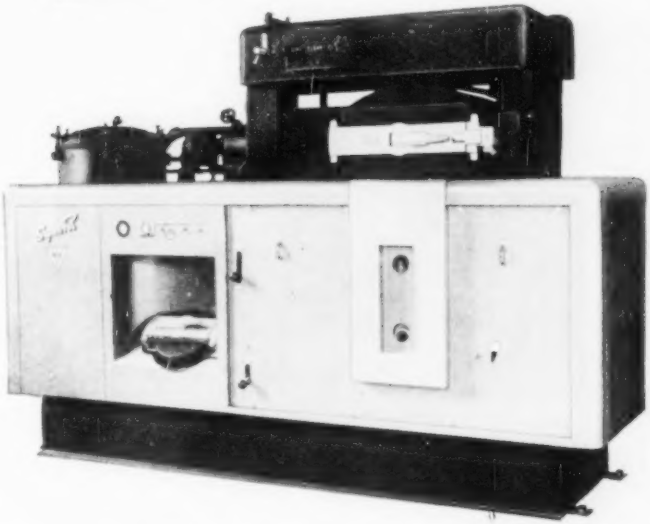
LARGER IN VOLUME! AND HUNDREDS OF DOLLARS CHEAPER THAN ANY OTHER COMPARABLE PER MACHINE ON THE MARKET TODAY!

YES, COMPARE!

VIC

NEW DESIGN



FEATURES WITH ANY OTHER PER MACHINE ON THE MARKET TODAY!
YOU'LL AGREE VIC SUPER PER MACHINE IS BUILT FOR TODAY'S NEEDS!

- 36 inch DROP BASKET
  For better Cleaning—Larger Capacity
- Vic Self-Cleaning Filter
  Customers report using filter from six months to a year without changing
- Semi-Automatic
  Bell rings when load is done
- Built-in Reclaimer
  Reduces Solvent Costs
- New Design

LOOK TOWARD VIC
FOR BETTER CLEANING
FOR FASTER SERVICE
FOR LARGER CAPACITY
FOR BIGGER PROFITS

LARGER IN VOLUME! AND HUNDREDS OF DOLLARS CHEAPER THAN ANY OTHER COMPARABLE PER ON THE MARKET TODAY!

IT WILL PAY YOU TO GET MORE INFORMATION AND SPECIFICATIONS ON THE NEW VIC SUPER PER MODEL 37

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT
EASY MONTHLY INSTALLMENTS

EXPERIENCED SINCE 1912

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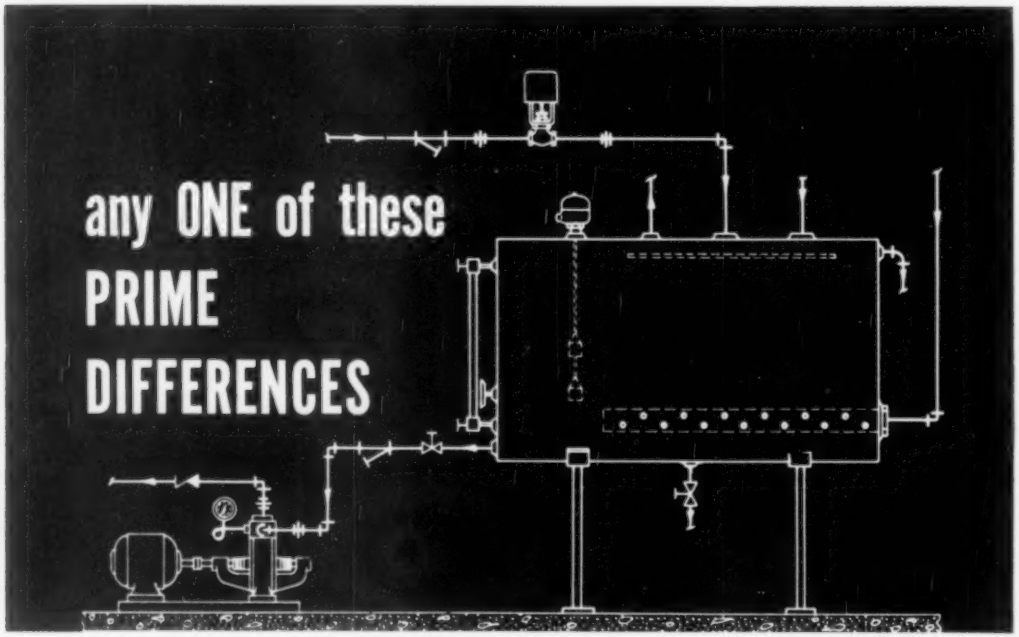
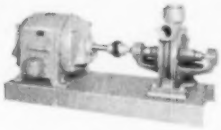


is reason enough to buy a

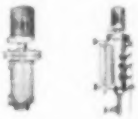
SCHAUB

BOILER RETURN SYSTEM



No more periodic pump maintenance! Schaub Master-Bilt Pumps have new Fleximatic Mechanical seals and permanently lubricated ball bearings. No more water puddles. No more scored shafts. No pump packing or greasing to do—ever!

10-year receiver corrosion guarantee. Schaub engineers worked with leading chemical researchers to develop the Chromosoid lining. You're safe from costly premature replacements. No more rust-clogged systems.



Schaub Systems use only proven super-SAFE Magnetrol pump control and low-water cut-off. No bellows to stiffen, no packing to bind, no tricky electrode circuits to fail. Magnetrol's timeless, friction-free magnetic force provides ultra-dependable, switching action at all times. BOILER SAFETY KNOWS NO PRICE.

You know that most any modern boiler return system can save your fuel and labor dollars. But there are some big differences among various systems. In fact, when you compare a Schaub System with any other, you will find that the *least* difference is the difference in price! It is generally recognized that Schaub builds the best system—but it's more important to you to learn that a Schaub System is also the *best value*.

The big differences are all clearly presented in the new Schaub Catalog No. 55. Write for your copy today.

FRED H. SCHAUB ENGINEERING COMPANY, INC.

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Also special-purpose "Heat-Reclaim" and Spray Type Deaerating Systems for exacting plant requirements, from 10 to 1000 Boiler H.P.

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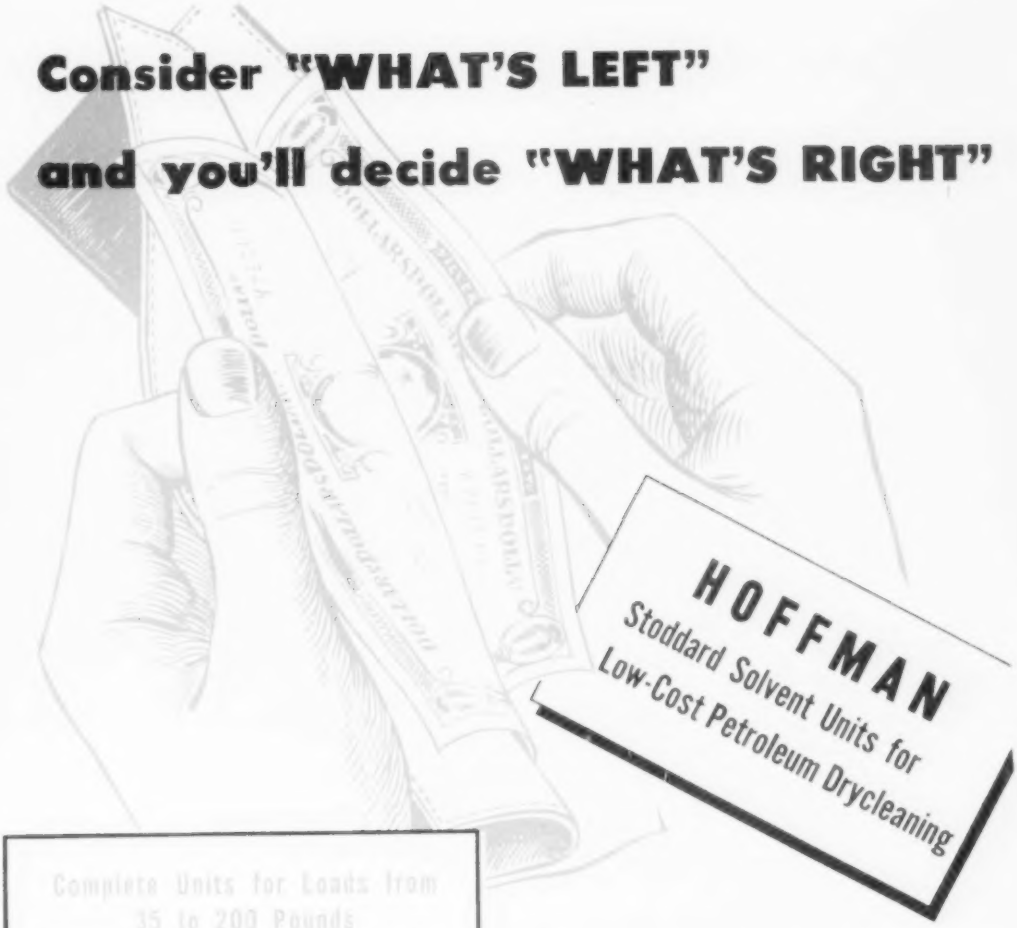
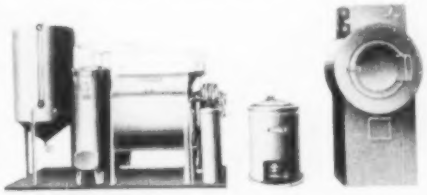
Consider "WHAT'S LEFT"

and you'll decide "WHAT'S RIGHT"



Complete Units for Loads from 35 to 200 Pounds

Balanced units, including all wiring and piping, for hook-up in your plant. For use in any commercial establishment. Hoffman also builds famous 140-F units for safety petroleum solvent operation.



Big dollar volume is only *part* of the story. How much you have left for yourself is the real test of a successful drycleaning operation. You can clean more pounds per day—at greater profit—with Hoffman Stoddard petroleum solvent units for lowest dollar investment, for lowest operation cost. Make the right decision for your new or present location—ask your Hoffman representative for full details on Stoddard Unit plans today.

TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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National CLEANER and DYER

Vol. 41, No. 8 EDITORIAL August, 1950

ALIBIS VERSUS ACTION

THERE is every indication that the total volume of drycleaning business done in the United States during the months of May and June was the highest for any two months in history. Even in the northern tier of states, which had a poor winter season and practically no Easter rush, a great many drycleaners are reporting volume for the six months to be equal to or a little better than 1949.

Not everybody is included in this rosy picture! The mortality rate of drycleaning plants, both new and old, is creeping past the 1940 level. In industrial areas heavily affected by the coal, lumber and automobile strikes, many plants with short reserves or small capital were nearly sucked under but were saved by the recent terrific boom in volume. With a few exceptions these plants can be expected to fold with the next tough spell.

If this drycleaning volume picture is not true in your particular case, it is possible that local circumstances prevent it. However, it is more probable that some other drycleaner in your community has the jump on you and really entrenched himself in a much stronger position during the May-June boom.

If you think New England is depressed, we know at least three drycleaners up there who are 10 percent ahead of last year to date, 20 percent ahead of last May. Is Detroit bad? By the end of June they were so busy, some rash cleaners were talking of raising their prices again. In the Pennsylvania coal region an odd'mice said he couldn't get out from under before the Fourth of July vacation. Milwaukee cleaners expected to be ahead of last year by July 1. In Santa Clara County, there are individuals who report volumes 20 and 30 percent ahead. Data for Washington, D.C., Louisiana, Kansas, Texas, Kentucky, Colorado.

This kind of report comes from every state in the Union. Another report even more significant is that at least one drycleaner in most of the larger communities never did fall behind last year, even during the toughest winter months. At the end of June these individuals were running from 15 to 50 percent ahead for the year to date.

We all know the answer even when, rather than admit it, we try to blame economic conditions or politics. That "lucky" competitor is giving better service, prompter service, more dependable service, politer service, and the customers like it. He's doing better quality at your prices, or higher prices, or lower prices, but he's doing better quality, and the customers prefer it. He's not asking for business, actually, consistently, intensively, and is retraining all his sales personnel. Brother, he's really working at it.

Times are still good for the drycleaner. As long as the three big indices of steel, automobiles and construction continue whooping along as they are now, times will continue to be good. For the drycleaner who is alert, who is working every angle he can (rather than those he is forced to), there is plenty of time to build a drycleaning business his grandsons can dissipate. But for the drycleaner who is just now thinking of getting started to revamp his sagging operations, it *is almost too late!*

Drycleaning is a healthy, big industry now. It has moved from the luxury to the necessity bracket. Because it is a service industry, fluctuations will always be less than in the heavy and soft goods industries, but quite as stable as in the basic food industries.

Drycleaning in the profitable future will always be a sound investment, whether you are investing your own time and money, the labor of your hands or the produce of your factory. But, you must invest some blood, sweat and tears. As one plantowner lamented recently, after his plant operations had been analyzed for the cause of slackening profits, "I guess that means I gotta go back to work!"

He's discovered what time it is, but he doesn't know how late it is!

100 PERCENT JOB

YE EDITOR recently moved to a new locality. This involved, among other chores, shopping for a new drycleaner. After several tries he settled on the "quality" plant, expensive but no perspiration in the knees and a nice finishing job.

Then the driver fails to show up one morning, the plant breaks a promise to have a suit back on time, etc. In this instance the customer and his wife together wasted eight hours trying to get that suit picked up at a *regularly scheduled time* and returned in time for a trip Monday to Saturday certainly was time enough, by the plant's own admission!

To the customer that lost eight hours represented an absolute minimum of eight bucks lost! If all customers ever start figuring their wasted time in terms of financial loss there will be a revolution in the drycleaning industry. Many customers do count it as lost leisure time, and resent it deeply.

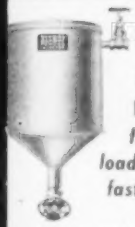
We bring up this personal tale of woe for one reason only. It ties in perfectly with the previous editorial. We can no longer get along with good performance in only one phase of drycleaning operations and expect to hold our volume. Good customer acceptance and low customer turnover depend on a triangle of good quality, dependable service, reasonable price.

Up until now a drycleaner could get by with good performance on only one leg of that triangle. Today he *must* compete on at least two legs of that triangle. If we don't get too cheap in a war economy, the drycleaner will soon be forced into a struggle on all three sides of the triangle.

Good quality, dependable service, a reasonable price, that's all a customer asks!

BISHOP *Cleaners* WORK-SAVERS

Improve efficiency—speed production—reduce cleaning costs



BISHOP FILTER POWDER INJECTOR *for cleaner loads, cleared faster, easier*

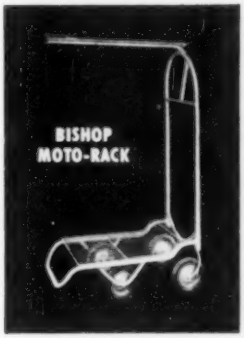
Powder goes direct to filter, away from garments. Saves steps, hours of time. Easy operation.
No. B67

BISHOP MOBILMARKR

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes:
B2-133D (120#)
B2-131D (200#)

BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery . . . carries 50 assorted, bagged garments, without crushing or wrinkling. Saves labor. Very maneuverable and compact.
B24-10



BISHOP PRESPOTTING TUB

Prespotting Tub: Perfect for new Spra-Spotting technique. Use also for fragiles and for wetcleaning. Size 53" x 19" x 27" high. Has draw-off valve and soap tray.
No. B20-1

BISHOP CLEANERS SORTING REEL

BISHOP SPOTTING BOARD

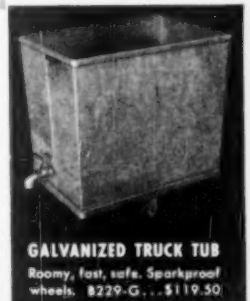
All-Monel 53" top has 16" perforated tip. Adjustable garment tray with splash apron.
B22-37

BISHOP CLEANERS SORTING REEL

Automatic assembly, twice as fast in half space. Saves 25 miles of walking daily. Holds 350 dresses or 200 suits.
No. B12-50

CLOTHES CARTS

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs.
No. B2-100.



GALVANIZED TRUCK TUB

Roomy, fast, safe. Sparkproof wheels. B229-G . . . $119.50

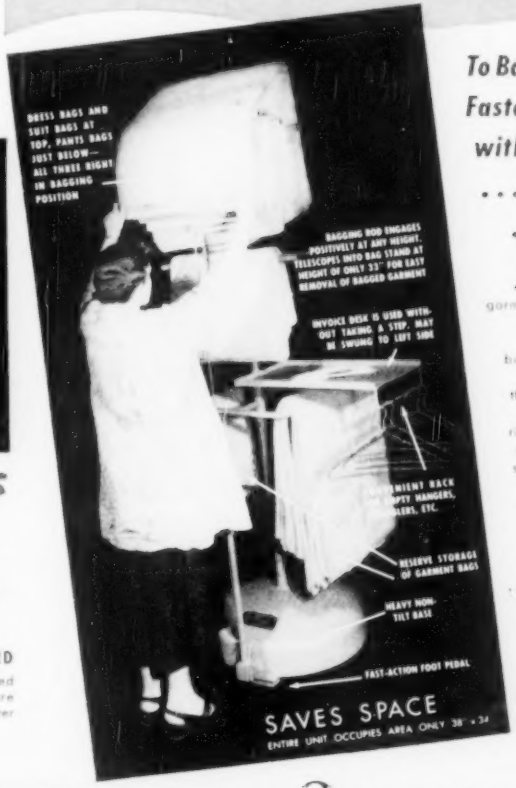
BISHOP CLOTHES CARTS

BISHOP DRI-TOP IRONING BOARD

Perforated metal top with coiled steam pipe underneath. Moisture dries instantly for finer, faster finishing. Fireproof.
B4-12

BISHOP BAG-O-TEER

Combined Bagger, Invoice Desk and Bag Storage Rack



To Bag More Garments Faster, In Less Space with NO WALKING . . . NO REACHING . . . NO LIFTING

Every aid to fast, efficient, effortless bagging of cleaned garments is right at the operator's fingertips with this compact, complete unit. It comprises a bagging stand, overhead racks for several hours' supply of three sizes of bags, an invoice desk (adjustable for either right or left-handed operator), and racks for a large reserve supply of bags—all contained in less than one square yard of floor space. The overhead bags are in position to be dropped quickly and easily into place over the garment. Bagged garment is removed from the stand with only a slight upward lift to one side. Over-all height of unit, 88½", height to top of extended bagging rod, 67". Heavy steel base 24" diameter—needs no lagging to floor. Model B30-1

1950 G. H. BISHOP CO.

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893

Left: Samples of student work illustrating elementary techniques of tailoring and alterations. Left side of picture reveals the steps involved in making a pair of trousers. Right wall shows partly finished and completed trousers, coat, vest and bathing trunks. Below: other items made by tailoring students are slacks, sport shirts, dresses, ladies suits, snowsuits and coats. Demonstration boards are step-by-step instructions for various basic techniques. Right: Students also learn to cut the patterns for the suits they make

ALTERATIONS LEARNED IN

Above: Most interesting to drycleaners is the alteration of men's and ladies' garments. Here student prepares to shorten pair of trousers

THREE MONTHS

School Gives Short Course for Students from Cleaning Plants

by WILLIAM R. PALMER

THE real basic reason why alterations and paid repairs, a logical sideline to the drycleaning business, have been falling by the wayside is that tailors and bushelmen are dying out, and few apprentices have appeared to replace them. Shortage of skilled tailors creates a tight labor market with the

Above: To learn power sewing student practices right angle stitching on sample of cloth. Left: Class in pattern making on the right and first rough fitting being prepared on the left

Above: Cutting out the garments on the left and sewing seams by machine on the right. Instructor in the foreground is one of several thoroughly experienced men on the teaching staff. Left: Careful pressing out of the seams as the work progresses insures a smooth, form-fitting finish

consequent high wages and temperamental characters making that department a headache for many dry-cleaners.

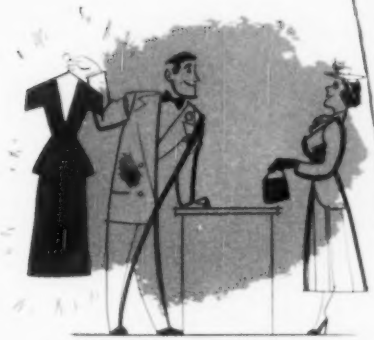
When the Pachence brothers of Hazleton, Pennsylvania, opened their Empire Institute of Tailoring a little over two years ago they started to fill a void that needed filling many years ago. And, because they are excellent drycleaners as well as tailors, they have something of real value to the drycleaning industry.

This is the 12-week course in what the drycleaner calls alterations and paid repairs. The course is so designed and simplified that "any normal child of 12 can complete it successfully." This claim was proved by having John Pachence's son Donald take the course and make well-fitted garments for his mother on the basis of what he has learned.

The course covers basic tailoring, including the fundamentals of hand sewing, power-machine operations and making of various types of pockets. It also teaches pants making and suit making and finally it includes tailoring, garment repairing, stoting and re-weaving.

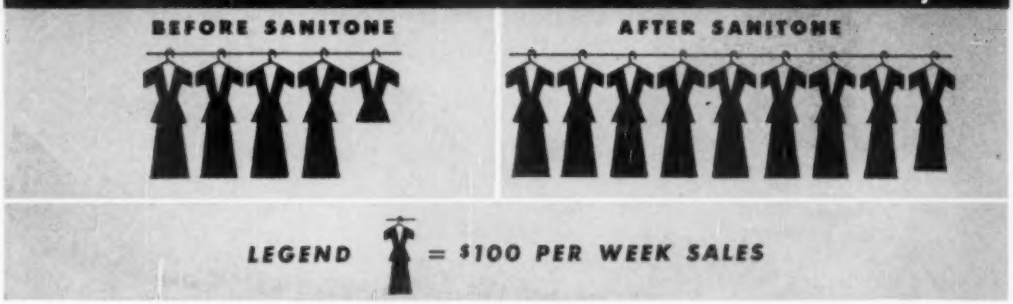
While this course may seem to go far beyond the essential needs of an alterations operator, it must be

Newest addition to curriculum is course in fashion design. Instructor in background has national reputation as designer



How would you like to DOUBLE your dry cleaning sales in 9 weeks!

EIGHTEEN WEEK SURVEY PROVES HOW SANITONE PROGRAM BOOSTS LICENSEE BUSINESS 98.4%



Again proof-positive of how the Emery sales program builds business for Sanitone licensees. We surveyed this Kentucky licensee's sales for nine weeks prior to starting his Sanitone advertising . . . and then kept the survey going for nine weeks after. The results are shown in chart form above—each garment represents $100 in weekly sales. Using only 5% of income for the first eight weeks advertising, his business almost doubled! It's typical of results from coast-to-coast. Find out about this amazing new kind of dry cleaning with the "built-in" sales and promotion features.

APPROVED SANITONE SERVICE

SEVERAL FRANCHISES STILL AVAILABLE FOR QUALIFIED DRY CLEANERS—GET THE FACTS TODAY!

SANITONE

Dry Cleaning Service

EMERY INDUSTRIES, INC.
CINCINNATI 2, OHIO

SANITONE DRY CLEANING SERVICE
EMERY INDUSTRIES, INC.
Cincinnati 2, Ohio
Gentlemen:
Give me all the facts about your dry cleaning methods and sales program—show me how I can boost sales!

Name .....

Address .....

City ..... State .....

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Empire Cleaners' own paid-repair department includes two full-time, one part-time tailor. Free repairing in background takes time of two employees. Note that repair department is placed in center of all production activity. Girl in background is a Pachence sister.

The five Pachence brothers, from the left: John, Joe, Bill, Pat and Jim, and a customer; telephone traffic does get that heavy (sometimes). Brothers Bill, Pat and Jim are graduates of NICD.

understand that a basic understanding of how a garment is made is vital to its proper repair.

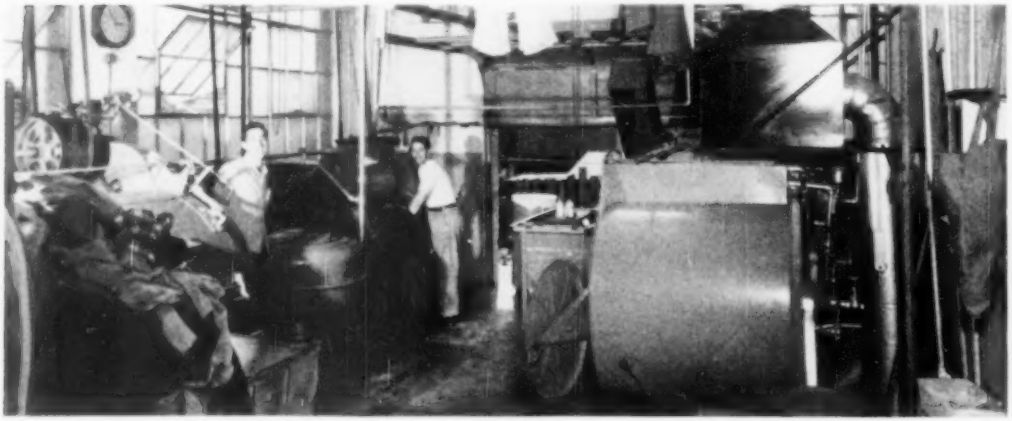
A diploma is issued to the graduates of this 12-week accelerated course and the tuition is approximately $300. At the time of writing, this course was not available under the GI program, but red tape was being unraveled with hopes of getting approval shortly.

Classes are held from 7:45 to 12:45 A.M., Monday through Friday. A second shift runs from 1:15 to 6:15 P.M. Boarding accommodations for students are available in homes near the school that have been checked and approved by the school management.

The Veterans Administration has approved the more extensive course of tailoring, pattern making and designing which runs 48 weeks and costs nonveterans $77 a month.

The Empire Institute of Tailoring is one of the few schools in the State of Pennsylvania approved by the State Bureau of Rehabilitation to take disabled veterans. It would seem that tailoring would be a natural for any disabled veteran who has a reasonable manual dexterity. Incidentally, this school is rated by the state as one of the best trade schools of any kind in Pennsylvania.

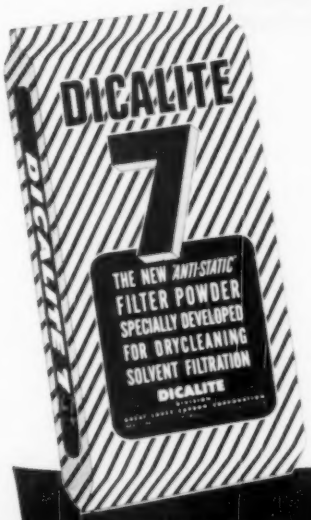
THE Pachence brothers are not newcomers. John Pachence has had a considerable education and training in the tailoring trade. The five brothers started out in a small tailor shop in the center of Hazleton in 1933 and from that time have grown constantly. Some 10 years ago they moved with misgivings to their present location which is in a quiet, out-of-the-way section



Clean, airy drycleaning room is model setup. Nick Triano at extractor, nephew of the Pachences, is also NICD graduate.

MORE spring and summer profits!

DICALITE* 7 practically stops re-deposition of soil –gives whiter whites



Stop re-depositing soil, increase soil removal and eliminate linting. That means more pass-ups, less re-running and spotting—more higher quality cleaning per day and more profit. Dicalite 7 filter powder will do this for you because it keeps static electricity under control; makes the solvent conductive so that the static passes off harmlessly through the washer ground. Cleaners also tell us it not only cures their static troubles but keeps pressure lower longer and saves filter powder because they can run longer between scrapedowns. Give Dicalite 7 a try—you can prove that it will make you more profit by saving needless extra work.

*Reg. U. S. Pat. Off.

Order DICALITE 7 from your Supply Jobber

DICALITE DIVISION
GREAT LAKES CARBON CORPORATION
New York 17, N.Y. • Chicago 13, Ill. • Los Angeles 17, Calif.

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Left: This picture was taken before tailoring school outgrew plant facilities. Fur department has been discontinued to make room for fashion design department. Right: New plant was barely completed before it was found inadequate. Tailoring school has crowded some of dryCleaning plant into new additions shown behind

of town. They were afraid of what the move would do to their volume.

Actually, the customers hunted them up. The volume increased the first year of their move and is now five times as large as it was 10 years ago. The Empire Cleaners is an unusual example of the lengths to which customers will go to get a really top quality job of dryCleaning.

The most fantastic thing about this entire school and plant setup is the fact that five brothers, a sister, two nephews and the father are all working harmoniously together under one roof. The Pacheco family is the miracle of eastern Pennsylvania and has the highest respect of dryCleaners throughout that area.

What we are concerned about is that they have provided dryCleaners throughout the country with an opportunity to build up, with proper training, one of their most vital and most neglected departments. Moreover, there is an opportunity for many plants to solve the problem of providing important positions for members of a family. If a son or a daughter wants to take hold of an alterations and repair department, he can drive its volume to 10 or even 15 percent of the plant's total gross sales. It's being done every day! ■ ■

Plant store looks brand new, actually is three years old. Entire plant is spotless. Mezzanine holds large inventory of rental dress suits in sizes from 4 to 54

Highly efficient solvent recovery because of unique design and effective sealing throughout. Solvent costs less than 1¢ per pound of clothes, cleaned to the highest standards.

***PRICE INCLUDES**

Factory planned installation; 6 month service guarantee, including scheduled inspections by factory trained representative, plus 1 year guarantee against defective parts and workmanship.

A COMPLETELY PACKAGED UNIT READY FOR INSTALLATION!

The new Manitowoc synthetic dry cleaning plant is the real answer to lower cost, high quality dry cleaning. The initial investment is lower, and its high hourly capacity coupled with low operating expense combine to provide rock bottom cleaning costs. Before buying any cleaning plant, investigate this remarkable new unit, with its many new features and distinct advantages.

Tumbler May Be Purchased Separately

Big 36" x 30" recovery tumbler, specially designed to aerate clothes and recover solvent. Holds 35 lb. load, operates on 20 minute cycle to match any system. Highly efficient solvent recovery. Comes complete, ready for installation.

Manitowoc *Synthetic*

MANUFACTURING DIVISION of
MANITOWOC SHIPBUILDING CO
512 - 16th Street
Manitowoc, Wisconsin

PERCHLOR DRY CLEANING UNIT

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Good remodeling style, newest edition of sling cape, with pronounced sleeve effect and patch pocket. Remodel cost to customer is about $95

Above: 1951 version of basic Persian coat, four-flare back, Peter Pan collar, split cuff. Remodel cost to customer, original length, no fur, about $175. Below: Left, new cape stole (sample let-out muskrat, wild mink shade). Bow effect is new feature. Right, mole stages comeback in stole cape with Dolman shoulders. Remodel cost to customer about $100 each. *Photographs on this page courtesy Sol Vogel, Inc., New York*

FUR REMODELING OUTLOOK FOR 1951

Profit Possibilities Offered by Small Fur Pieces and the Services Available

by DAVID G. KAPLAN

EVERY August since 1939, THE NATIONAL CLEANER & DYER has presented a fur fashion forecast in time for the opening of the fur season. For the dryCleaner, the main interest has been in the fur remodeling possibilities indicated in the new styles. This year, therefore, we are concentrating our attention on this phase of the 1950-51 fashions.

If you've read this far, you may have already decided that there's nothing of value here for you, except perhaps an idea of what to do with the missus' old coat. "I don't have a fur servicing department," you're saying, "so I can't find any business possibilities here."

The fact is that no matter how far along you are with developing your fur volume, you can cash in *without an investment*. In recent years the fur specialists have expanded to such an extent that they are now able to give you a full gamut of services by mail.

In addition to fur repairs and remodels, you can undertake: converting fur coat to clothcoat lining, coat to cape, coat to jacket, coat to stole, coat to sling

Guaranteed to Cut Finishing Costs!

TRUFORM Ladies' Garment Finisher. Form *automatically* adjusts to fit any size and style dress.

AMERICAN TRUFORM FINISHER

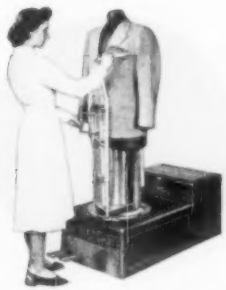
● Big production gains continue to surprise new users of TRUFORM Finisher. Plants using TRUFORM with puff irons, steam boards, etc., frequently report production of ladies' garments has *doubled*, even *tripled*.

Speed and *simplicity* of finishing on TRUFORM Ladies' Garment Finisher is the answer. *No adjustments* are needed. Operator just slips garment on Form . . . steams, dries and finishes. Then slips garment off Form, and touches up minor portions on auxiliary equipment. Due to TRUFORM's revolutionary design, many more garments can be *completely finished on Form alone*.

That's why TRUFORM is *guaranteed* to reduce finishing costs. All that's required is management's cooperation in working out proper finishing routine and arrangement of auxiliary equipment.

Speed Up Finishing of Men's & Ladies' Short & Long Coats, too!

IN LARGER PLANTS Use separate TRUFORM Finishers for ladies' garments, short coats and long coats.

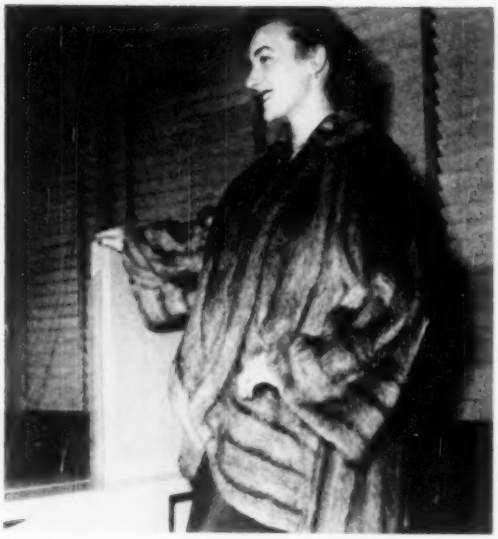


IN SMALLER PLANTS Use single TRUFORM Finisher Base with 3 lightweight, interchangeable Forms.

DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

○ **It will pay you well to investigate the unusually high production you can get from all TRUFORM Finishers—for ladies' garments, short coats, and long coats. WRITE TODAY for illustrated catalogs.**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

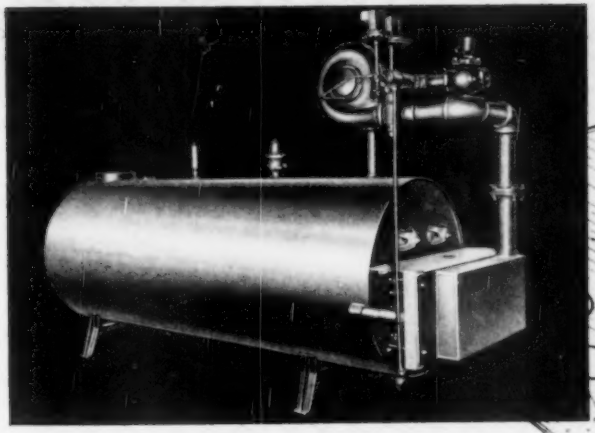


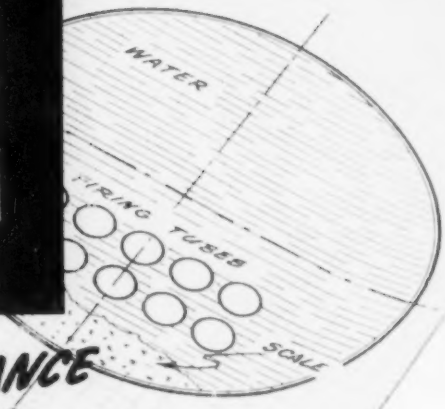
cape and many others. Now also available on commission is the very new re-graying service on faded gray furs—Persian, kidskin, the processed lambs and squirrel. A recently announced technique also makes it possible for you to accept faded black Persian coats for restoration. Add to this the well-established cleaning and glazing services, and you have every resource you need for a full fur promotion. Most of these services are on a 60-40 basis with 40 percent going to the cleaner.

What do you need to know? First, of course, are the sources for doing the work. Fur and apparel trade magazines and papers contain numerous ads for your assistance. A letter to the advertiser will get you the price information you need.

"What about fittings?" you ask. Admittedly, this is a problem when it comes to the coat-to-coat remodel. If you have reached this point you either have some-

Top left: This winter's jackets will feature deep roll shawl collars, separate Tuxedo effect fronts and may be bead trimmed. Remodel cost to customer about $100. Top right: Good example of style which can't be used for remodel work. Fancy striped layouts as in this let-out muskrat garment are most attractive but they're just plain "murder" to remodeler. Watch for them! Left: Fox is on way back to favor. At right, horizontal pelted capelet. At left, pocketed stole. Remodel cost to customer about $70. *All photographs on this page courtesy Sol Vogel, Inc., New York*





SCALE GETS LITTLE CHANCE TO BUILD UP FOR IT IS CONTINUALLY CRACKED OFF AS TUBES EXPAND AND CONTRACT UNDER INTERMITTENT FIRING

That means there's nothing to interfere with maximum heat transfer. Even the inner tube walls are kept free from dead gas film by the scouring action of the high velocity gases. And, since the firing tubes are completely submerged, all the heat goes directly into the water. No wonder users are so enthusiastic about the continued high efficiency of Sellers Blast-Immersion Water Heaters. But that's only part of the story. Our Bulletin No. 1130-C gives full details. Write today.

Sellers

BLAST-IMMERSION WATER HEATERS

SELLERS ENGINEERING CO.

4876 N. Clark St., Chicago 40, Illinois

Blast Heaters • Immersion Steam Boilers • Air Heaters • Combustion Units • Industrial Gas Burners • Immersion Tank Heaters • Vertical Steam Boilers • Gas Combustion Equipment.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

one to do these jobs or, better still, you make up a set of fitting canvases from a specially selected set of patterns. One large fur-pattern supply house annually puts up a set of four coat patterns with interchangeable sleeves and collars, enabling the fitter to supply any variation of the new styles desired. A set of canvases made up from these patterns in the range of sizes supplied will start a profitable remodel department.

But we've put the cart before the horse. The horse in this case is the gamut of the smaller fur pieces which have become so popular in the past few years. From the fur remodeler's point of view this style is a godsend, for jobs of remodeling coats to these smaller pieces are easy, inexpensive and, best of all, do not require a critical fit. The many fur garments in your fur vault cannot all be profitably remodeled, but most of them can be reworked into a stole, stole-cape, cape-jacket or small capelet, to give the owner additional years of usefulness at a reasonable fee. All you need to know is the customer's dress size.

Whether you do the work yourself or have it done, you must keep in mind the fact that striped garments, whether let-out or not, are the most difficult to remodel, even into these smaller pieces. The problems involved were indicated in the article "New Fur Cuffs" in the July 1950 National Cleaner & Dyer.

The accompanying pictures and captions will indicate the fashion trends in the fur remodel items mentioned above. Also given is the approximate price range, on a 60-40 basis, for a complete remodeling job, including lining but no fur. # #

Above (and right): The conversion story, 1951 — fur-lined cloth coats in fashionable materials. Above: Four-flare back, tip collar (model is brown American broadtail). Cost to customer is about $72.50. Right: At left, 8-gore, 6-flare back with small notched lshawl collar. Sample is blue, fur gray Persian. At right, old beaver coat finds new use in this cloth coat. Full notched pip collar, bell sleeve, tip fur cuff, flare back. Cost to customer on each about $72.50. *Photographs on this page courtesy of Katz Furs, New York*

Costume of 1975 designed by David Fortune

DYNAMIC

400

LIQUID DRY CLEANER

CONTINUALLY NEW!

We of Adco, pledge to you, our 400 users, that every latest scientific development is constantly being incorporated in the manufacture of your 400—your assurance that 400 is and will always be the finest product in the dry cleaning field.

400—now and always CONTINUALLY NEW!

John R. Van Dyke

Dick Van Dyke

ADCO

MANUFACTURING CHEMISTS SINCE 1908

ADCO, INC. SEDALIA, MISSOURI, U.S.A.

YORGEY MAKES A MOUNTAIN

Holding Out-of-Season Work for Slack-Season Processing Levels the Work Load

by WILLIAM R. PALMER

ON a recent junket through eastern Pennsylvania we encountered four drycleaners in four different cities who were systematically pulling all overcoats, topcoats, heavy suits and dresses out of the unusually heavy bundles appearing in the plants during late May and early June. These pieces were held over for the slack weeks in July and August.

In tracking down the man who started it all we finally arrived at the door of Yorgey's Cleansers and Dyers, Reading, Pennsylvania. John Yorgey started the systematic practice of holding out winter garments eight or nine years ago. This practice was variously termed by different cleaners as "throwing ahead," "kicking ahead" and "delayed service." In several cases it enabled plants to work through the peak period with no overtime and with no delay in service on garments currently in use. Even the firm making the poorest use of this system expected to run at capacity through "three or four weeks in July" and two plants expected to be busy right through the summer.

A glance at the cover of this issue can confirm the possibility of such a claim. That "mountain" of garments, approximately 20 feet deep, 15 feet wide and 10 feet high, was being held over at Yorgey's for processing after the Fourth of July. It was stored in one of the company's vaults, fumigated frequently and held at a safe temperature and humidity level. Nor did this pile include the paid summer storage which was hung on the racks waiting for summer cleaning, also.

The "held over" work is actually stacked in piles according to the date the work came in, even though it appears one solid mass. Thus the work will go out in about the same order, eliminating the possibility of the first received being the last out.

Routemen Benefit, Too

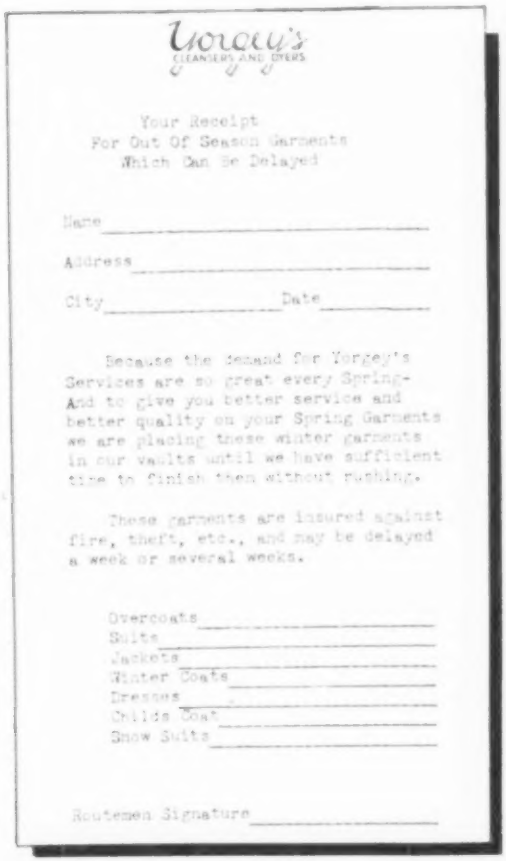
Mr. Yorgey states that there never was too much difficulty in selling either the routemen or the customers on the idea of holding out off-season garments, even in the beginning. The customers are sold on the idea that garments currently needed will get prompter service and better quality treatment if Yorgey's crew isn't overworked, that the held-over garments will also be handled more carefully, and that the held-over garments are fully insured against any possible mishap.

The drivers are delighted in being able to promise customers prompt delivery of seasonable garments with full assurance of their promises being fulfilled. They also appreciate having some of their heavy load relieved by shifting deliveries to the summer months. Since most plants charge up only the work actually processed, the drivers' commissions are paid when the work is delivered, giving them a more stable income throughout a greater part of the year.

Two other plants did feel the need for some added inducement to drivers to make an effort to segregate the holdover work. One gives additional points in its contests for every $100 of work held over. The other gives half of the commission at the time of pickup, the other half on delivery, although this seems to increase the amount of bookkeeping involved.

Customer Confirmation

Occasionally there is the customer who forgets or doesn't realize that the garment is going to be *really* delayed. Two methods are being used to combat this. Joe Beck of Sunbury is preparing a ticket for the cus-



Yorgey's
CLEANERS AND DYERS

Your Receipt
For Out Of Season Garments
Which Can Be Delayed

Name _____

Address _____

City _____ Date _____

Because the demand for Yorgey's Services are so great every Spring-And to give you better service and better quality on your Spring Garments we are placing these winter garments in our vaults until we have sufficient time to finish them without rushing.

These garments are insured against fire, theft, etc., and may be delayed a week or several weeks.

Overcoats _____
Suits _____
Jackets _____
Winter Coats _____
Dresses _____
Childs Coat _____
Snow Suits _____

Routemen Signature _____

Special receipt used in picking up work to be held over. By stating it "may be delayed a week or several weeks" it is possible to use this type of work to balance one week's load as well as carry over seasonal work.

McGrath

spot?

so what?

She'll never know it happened after Adco's spotters go to work!

VD SPOTTER

now carries water to remove water-soluble food and perspiration stains . . . as always effective on solvent-soluble stains and safe on the most delicate dyes and fabrics.

SPEE-DEE

faster removal of paints, grease, lipstick, nail polish, all cosmetic stains. effective wet or dry.

PURO

improvement on chloroform for all dry stain removal . . . safe on all synthetic fabrics and delicate colors.

WETSPOT

removes soil, paints, oils, grass stain on the wet side. With Wetspot no re-running of wet-cleaned garments necessary. Does the work of a "digester" at but a fraction of the cost!

Adco, INC., SEDALIA, MO., U. S. A. • *Manufacturing Chemists Since 1908*

tomer to sign, listing the items to be held over. Thus the customer, confronted with the signed ticket, will have no comeback.

Gates Shull of York, feeling that the customer might unexpectedly have real need for the held-over garments, stores each order in a separate bag, with the customer's name and address and date of receipt listed on a large tag attached to the drawstring. Temporary dividers in the piles separate sections according to date of receipt. The garments then can be traced reasonably quickly through the office copy of the big ticket. If the customer knows the exact date of pickup the office copy merely confirms it. If she only knows the approximate pickup date, the office copies can be riffled through rapidly to isolate the section where the garment is located.

The Storage Factor

The one big catch to this system, of course, is the availability of storage space. Every one of the plants visited had ample vault capacity or other space that could be used. Yet it seems evident that the benefits to be derived from setting up a holdover system are so great in lower labor costs and greater production efficiency, as well as smoother delivery service, that it would pay any drycleaner to rent storage space for the month or two or three necessary to hold the seasonal work aside.

When the drycleaning industry gets laid over the barrel of pensions for all and guaranteed work weeks, we predict that holdover drycleaning services will become standard practice. # #

RAYONS MAY GET WORSE!

Drycleaners Everywhere Urged to Back Dr. Mack's Fight for Better Standards

AFTER more than 30 meetings held over a period of eight months under the auspices of the American Standards Association, the Rayon Producers Group withdrew from active participation in the effort to establish fair standards for rayon. This includes the weavers, yarn manufacturers, dyers and converters.

The history of rayon standards is long and complicated. The net result is that after years of having standards that could be lived by, if not satisfactory to consumers and drycleaners, the standards were dropped because of the "excessive cost" for testing purposes to one or more of the manufacturers of the rayon yarns.

About 10 months ago an effort was made to re-establish rayon standards along the lines of those formerly used. The American Standards Association appointed Committee L-22 on Rayon Standards to do this. This committee included:

1. The rayon producers, including yarn manufacturers, dyers, finishers and converters.

2. Distributors, including retail stores and mail-order outlets.

3. Consumers, including the American Association of University Women, the American Home Economics Association, the A.F.L., the C.I.O., and

4. Members in the public interest, including representatives of government agencies, of the laundry and drycleaning industries, and others.

No reason was given publicly for the withdrawal of the producers' group. If the cost of testing is the prime consideration, other than the nuisance of having to comply with tests, then we can only assume that their reasons are both uneconomic and entirely against consumer interests.

The establishment of rayon standards does not enforce the use of "standard" rayons. It only requires that qualified rayon be labeled so that consumers, retailers and drycleaners can be advised of the type of fabric they are dealing with.

Dr. Jules LaBarthe of the Mellon Institute has been quoted as stating that the additional costs to a consumer for testing rayon will amount to 4 or 5 cents a yard. This would add an estimated cost of 35 cents to a shirt, 50 cents to a dress. Certainly any consumer will be willing to pay that small additional amount for many additional wearings from a garment made of rayon.

It is very important that consumer interest in this question of rayon standards and adequate labeling be brought to the attention of the American Standards Association. Dr. Pauline Beery Mack of the Ellen H. Richards Institute at the Pennsylvania State College has been representing the Home Economics Association on Committee L-22. She has been in the forefront of the supporters of reasonable rayon standards. In this crisis created by the "backsliding" of the Rayon Producers Group, she has submitted to the members of the Pennsylvania Association of Dyers and Cleaners a complete report of the position of the standards program.

A new set of standards was practically completed. Changed only slightly from the formerly accepted standards, they seem extremely fair. If they are not made effective, the rayon manufacturing field will be wide open to bleeding, fading, crocking, color change, shrinkage, yarn slippage, chlorine retention, low breaking and bursting strengths, and impermanent finishes.

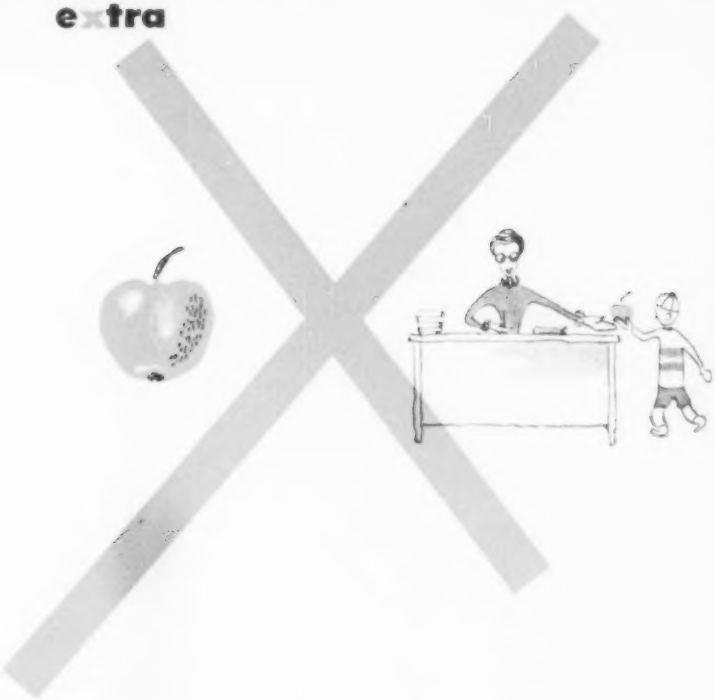
This is what the reader can do to help sell rayon standards:

Write a letter to Cecilia Scholl (more widely known as Jane Thomas, formerly the Consumer Relations Director with the Drycleaners Institute of Detroit). Her address is: Secretary, Pennsylvania Association of Dyers and Cleaners, 1207 North Third Street, Harrisburg, Pa.

Tell her that you favor the adoption of this plan for rayon standards. Tell her why. List for her the number of headaches that you have encountered and are encountering with rayon fabrics.

Don't let the other guy carry all the load. The weight of many letters will impress American Standards Association, and possibly through them the Rayon Producers, with the vital importance of establishing fair rayon standards. # #

the all-important extra



it's an apple, to teacher . . .
it's MONITE Guaranteed Mothproofing
to your value-wise customers.

MONITE is the invaluable extra service you offer them at no extra cost. People just naturally love **extras.** That's why extras . . . like the apple, like MONITE . . . are extra smart moves. They help you make the grade . . . in school or business!

Do you know actually how little it costs to mothproof with MONITE? Only 1½ cents per garment!

Applied in the wheel . . . no extra labor or equipment required.

MONITE INSURED MOTH PROOF CLEANING PROCESS

Manufacturing chemists since 1908

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TRAINING ROUTE SUPERVISORS

Six Steps in Six-Weeks Program for Training Outside-Industry Recruits

by JOHN J. BERRY

ABOUT a year ago the personnel manager of a large Canadian laundry-drycleaning plant was given the assignment of training—quickly—two new route supervisors with no experience in the industry. Although it was the company's first attempt at an intensive training program, it was so successful that the full details should be of interest to other firms faced with the problem of training new route supervisors or retraining present supervisors.

In drawing up job specifications to help in selecting the candidates, the personnel manager decided to look for men with the following characteristics:

1. Experience and interest in route sales work; lots of energy.
2. Demonstrated ability to understand and carry out accounting practices as connected with sales receipts.
3. Good, neat appearance.
4. Experience in handling a small number of men.
5. Finally, since they would be working in Canada, they would have to be bilingual (English and French).

Then, the sales manager and the personnel man got together and decided that the men would have to be trained along these six main lines:

1. Their responsibilities and authority.
2. The services offered by the firm.
3. The internal organization of the firm.
4. The accounting practices used by the firm in cashing in route sales receipts.
5. Proper handling of route salesmen.
6. Familiarity with the seven routes each was to supervise.

At the same time they decided how the entire program was to be carried out and who was to be responsible for each step in the training program.

The details of this program were worked out in about three days, put on paper, and presented to the management for its information and approval. The plan was then set down on a timetable, as illustrated here.

(Continued on page 60)

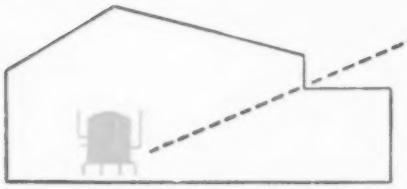
TIMETABLE FOR TRAINING ROUTE SUPERVISORS

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
First Week						
9.00 12.00	Tour Laundry Receiving Department	Tour Wash Department	Tour Fancy Department	Tour Shirt Department	Tour "R" Department	Sales Office
1.00 6.00	Tour Laundry Check Room	Tour Economy	Flatwork	Tour Sorting	Tour Curtains and Blankets	
6.30		Sit in on Cashing-in				
Second Week						
9.00 12.00	Laundry Shipping	Tour Drycleaning Check Room	Pressing Department	Drycleaning Shipping	Claims and Stencil Departments	Sales Office
1.00 6.00	Shipping	Cleaning and Spotting	Rugs and Drapes	Shipping	Garage	
6.30		Sit in on Cashing-in				
Third Week						
9.00 1.00	J.I.T.* (1) Liaison Work	J.I.T. (2) Liaison Work	J.I.T. (3) Liaison Work	J.I.T. (4) Liaison Work	J.I.T. (5) Liaison Work	Sales Office
6.00	Sales Office	Sales Office	Sales Office	Sales Office	Sales Office	
6.30		Sit in on Cashing-in				
Fourth Week						
8.00 6.00	Tour Route 1	Tour Route 2	Tour Route 3	Route 1	Route 2	Route 3
6.30		Cashing in				
Fifth Week						
8.00 6.00	Tour Route 4	Route 5	Route 6	Route 4	Route 5	Route 6
6.30		Cashing in				
Sixth Week						
8.00 6.00	Tour Route 7		Route 7			
6.30		Cashing in				

* Job Instruction Training

This Little Plant Has a Boiler Too Big

(. . . wasted investment)



This Big Plant Has a Boiler Too Small

(. . . wasted time, fuel and labor dollars)

NOW—Custom-Fitted Boiler Service with the HOFFMAN

Steamaster

"LITTLE SCOTCHMAN"

Scotch Marine Boilers

We've licked the boiler-buying "bogey" for you! Whatever your steam requirements, Hoffman can now furnish a "Steamaster" model that's exactly right for your needs. You've read about the "Little Scotchman." It's the amazingly efficient and thrifty design that saves fuel dollars, saves floor space, saves time. Your Hoffman representative has all the eye-opening facts. Call him or write us today.

- **Models from 3 to 25 H.P. . . . 6 sizes . . . for gas or oil-fired installation.**
- **Complete and compact . . . ready for installation . . . fully insulated . . . no lagging or brickwork.**
- **Thrifty low-cost operation . . . Scotch Marine design saves fuel . . . longer tube life.**
- **Fully approved by National Board of Pressure Vessel Inspectors . . . A.S.M.E. code.**

CHECK THE LOW PRICE AND CONVENIENT TERMS

CALL OR WRITE TODAY

TOPS IN VALUE . . . SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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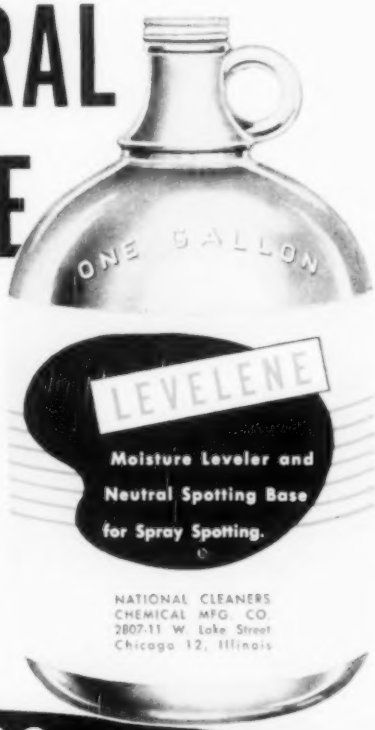
NOW!

LEVELENE

The Sensational

MOISTURE LEVELER and NEUTRAL SPOTTING BASE for SPRAY SPOTTING

(100% ACTIVE)



NATIONAL CLEANERS CHEMICAL

2807-11 W. LAKE STREET • CHICAGO 12, ILLINOIS

ANOTHER SCOOP BY NATIONAL!

LEVELENE Offers These Outstanding Advantages!

Phenomenal Moisture Absorption

LEVELENE contains "dehydrid", a unique compound that instantly and completely absorbs moisture from steam spotted areas, thus eliminating the need for prolonged drying prior to re-cleaning.

Neutral—Eliminates Odor Problems

LEVELENE is neutral and does not introduce fatty acids into solvent. Eliminates odor risks and reduces need for frequent distillation.

No Rings—Rinses Thoroughly

LEVELENE rinses easily and completely without leaving rings or stained areas after re-cleaning.

Remarkable Economy

(a) For 100% EFFECTIVE SPRAY SPOTTING use 1 part of Levelene to 10 parts of solvent.

(b) TO MAKE A HIGHLY CONCENTRATED PRE-SPOTTER mix 4 parts of Levelene, 3 parts of solvent and 1 part of water.

Outstanding As Dry Cleaning Soap

When used on the wheel according to directions, LEVELENE, the neutral TRUE SOAP, produces sparkling whites and brilliant silks which surpass the conventional liquid soap.

LEVELENE IS 100% ACTIVE, CONTAINS NO DILUENTS

Just off the press
Write for your FREE copy today!

MFG. COMPANY

WANT PROOF?

Try this Money-Back Guarantee Offer!

MAIL THIS COUPON TODAY!

NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 W. LAKE ST., CHICAGO 12, ILL.

PLEASE SHIP IMMEDIATELY, ON MONEY-BACK GUARANTEE

☐ 1 GAL. LEVELENE @ $3.60 ☐ 1 CASE LEVELENE @ $3.25 per Gal (4 GALLON BOTTLES)

check enclosed M. O. enclosed

YOUR NAME _____

YOUR ADDRESS _____

CITY _____ ZONE _____ STATE _____

YOUR JOBBER'S NAME _____

ADDRESS _____

(Continued from page 56)

One copy of this schedule went to the sales manager, the other was kept by the personnel man. Each training day was followed as set down, with one substitution required when a breakdown in a small production department called for a postponement of a scheduled visit. This respect for the timetable kept the trainees on their toes and gave them an impression of efficient management, so important to the success of any training plan.

The sales manager and the personnel manager were the principals in carrying out this large series of tasks. The sales manager had 20 years of sales service in the firm. The personnel man, although a newcomer, was a qualified trainer able to spot training needs and to draw the information from the sales manager.

A glance at the timetable shows that it covers the six main parts of the program, each part giving the new supervisors the information needed to carry out their daily work. The details of each of the six parts will be discussed in detail below.

Part I. Responsibilities and Authority

A clear presentation in writing of a supervisor's responsibilities and authority does much to get him off to a good start. He knows what he is expected to do to make good. He has no excuse for nonperformance of his work, nor for puttering around with unimportant tasks. Furthermore, he has no excuse for cutting into the territory of other supervisors, an important consideration for plant morale.

Following is the statement of responsibilities and authority.

RESPONSIBILITIES

1. For final selection of new routemen, if the first day's experience shows:
   a. They can drive properly and carefully.
   b. They are neat, clean, and can meet the public adequately.
   c. They are punctual in reporting for work and are energetic on the job.
   d. They can make the necessary change during the day's run.
2. For further training of new routemen:
   a. Teaching them the services offered by the company, and their prices.
   b. Teaching them how to fill in the various bundle tags and how to tie each bundle securely.
   c. Teaching them all necessary details of the routes they are to service.
   d. Teaching them how to canvass for additional sales, and following them up when sales drop.
3. For the proper care and maintenance of vehicles so as to minimize upkeep costs by cutting down careless habits of routemen. Frequent inspections of vehicles.
4. For proper liaison with the various production departments, to assure that routemen will get "specials" in time for promised delivery; that routemen will get late, misplaced or damaged bundles or articles of cleaning, or will get adequate adjustment from the claims manager.
5. For stimulating sales of routemen by cooperating with the advertising manager and by distributing among routemen copies of advertising or contest releases.
6. For settling grievances of routemen if this is within his power. If it is outside his power, the matter has to be passed up to the sales manager.

AUTHORITY

1. To hire and replace routemen if a new employee does not pan out following a fair trial.
2. To warn and reprimand a routeman who is habitually tardy, untidy or willfully not producing sales. To replace him if improvement is not noted.
3. Limited authority to carry out liaison with production departments. If production departments don't cooperate with him concerning lost or late bundles, the matter must be brought to the attention of the sales manager, who then deals with the proper production superintendent.
4. Limited authority to order repairs to vehicles. He first must get approval of sales manager, who is also in charge of the garage.

This clear picture of responsibilities and authority was prepared before the men were hired. This preparation was essential to the success of the training for it showed the trainers what information they would have to put across. Putting the terms on paper also assured that both trainees would be given identical information.

Putting the information across to the trainees required two interviews. The first one was carried out by the personnel manager at the time of hiring the men. The second interview was conducted by the sales manager shortly after the trainees reported to him to begin training. The information was repeated to the men when the sales manager introduced them to their subordinates.

Putting the terms of authority and responsibility on paper was not enough, however. The sales manager had to assure both the supervisors and the routemen that the authority was something real and not merely a statement. He said he would back up his supervisors so long as they were fair in their treatment of the men. Since this manager had been so long with the firm and was popular among the routemen, his statement was accepted by them and they were not immediately tempted to test the authority of the new supervisors by acts of insubordination.

It is advisable for the sales manager at any plant interested in a similar training scheme to review from time to time the performance of the route supervisors to make sure they are not bogged down with paper work nor serving as "glorified routemen" at the expense of supervisory tasks, which are mainly to stimulate sales and reduce operating costs in the sales department.

It is also desirable to have the statement of responsibilities mimeographed and handed to the supervisor so that he can remind himself from time to time of what he has to do to perform his over-all job properly.

Part II. Services Sold by the Company

Teaching the trainees what services were offered by the firm involved a tour of the plant which lasted two weeks. Before they were sent out on this tour, one at a time, each was shown an organization chart to familiarize him with the names of the people he was to meet. This part of the training was carried out twice, once by the personnel manager and once by the sales manager. The task of taking the trainees to each department at the start of the work period was given to the personnel manager. Details of this tour are listed in the timetable shown on page 56.

At the start of the tour of the laundry departments the personnel manager introduced the trainee to the superintendent, who took the new man on a complete tour of his own area and introduced him to the other laundry supervisors to give him an over-all view of all operations. At the close of this tour, the investigation of each department was begun. The procedure was repeated when the time came for the tour of the dry-cleaning establishment.

At this time both plants were bustling through the fall cleaning season. Nevertheless, a great deal of time was spent in this step of breaking in each newcomer. Especially because they were unfamiliar with the industry, it was felt that careful training at this point would bring the day closer when they would do their full share of the work.

(Continued on page 93)

You Get More from HUEBSCH OPEN-END TUMBLERS

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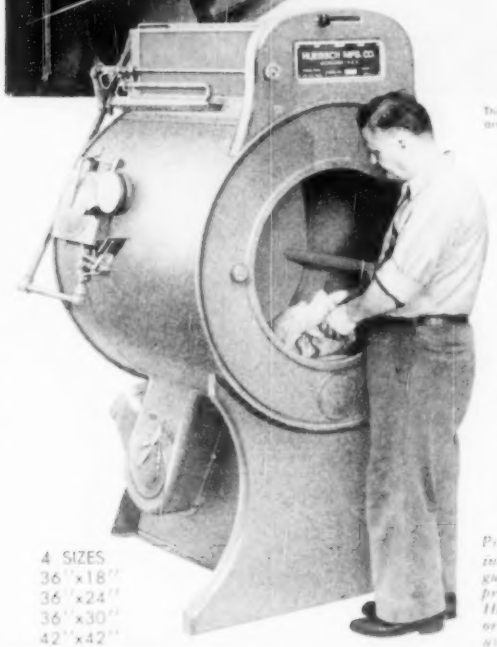

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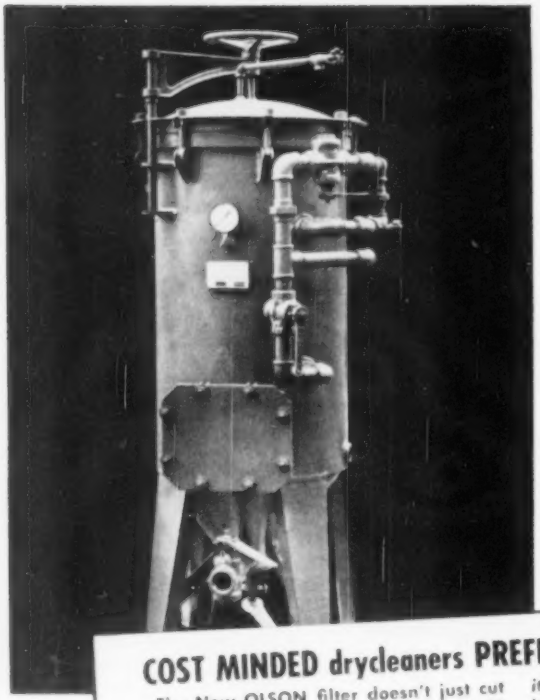

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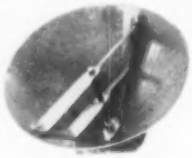

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CLEAN OUT TIME is down to a minimum.

Just set two controls to backwash position and the sludge is ready to come out . . . without shoveling, without scraping, without even opening the filter itself!

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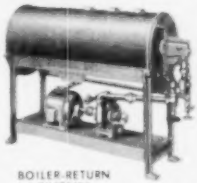
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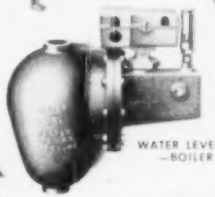
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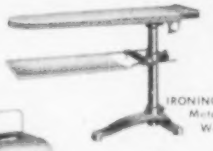
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Consult Your Jobber

(Continued from page 60)

As the tour through the plants continued, the trainees had many chances to meet and talk to fellow supervisors in the production team. This was intended to prepare the route supervisors for the day when they would have to hunt down a shortage or mistake in the service or make some other adjustment.

The main purpose of the tour, however, was to show the trainee the types of laundry and drycleaning services sold by the company and where each service was carried out. At the same time he was to learn the prices and also the terms used by launderers and cleaners.

The personnel manager advised the trainee at the outset to jot all this information down in a stenographer's notebook and also suggested how to organize the notebook. In fact, the personnel man penciled in the following headings on the first page of the notebook to prompt useful questions during the tour:

SAMPLE PAGE OF NOTEBOOK

Name of Department _____ Name of supervisor _____

Location _____ Assistant supervisor _____

Types of work carried out here _____ Prices: _____

Meaning of technical terms often used here (get answer from supervisor) _____

After spending from half a day to one day in each department, learning the services and the prices, the trainee was now in a position to canvass customers or train his contrainee in this important job.

At the beginning when the details of the tour were being worked out, it was feared the other supervisors might not cooperate because they would be too busy. It was found by actual experience, however, that they offered full, hearty cooperation when they were advised beforehand what was going on and how they could help. Previously, this firm had often brought newcomers in and let them wander about in their own way. Frequently, these newcomers did not have their authority and responsibilities clearly defined, so that they interfered with supervisors or aroused groundless suspicion.

Part III. Internal Organization of the Plant

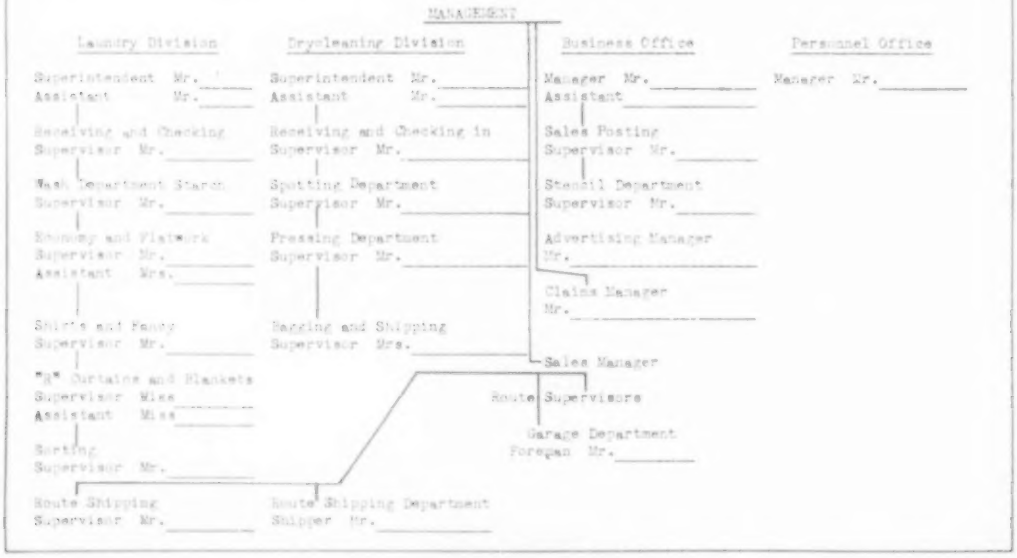
The tour of the various departments and the introduction to the supervisors broke the ice for the third part of the training schedule. But two other means were used to put across this feature of the program. First, the trainees were shown the detailed organizational chart reproduced here. Either the personnel manager or the sales manager could present this, since each had a copy of the chart. Incidentally, this was the first time such a chart was used at this laundry and drycleaning firm.

The principal means used to acquaint the supervisory trainees with the members of the firm on the organizational chart was the use of the understudy method. During the afternoons of the third training week, when the trainees reported to the sales office at 1:00 P.M., they found two supervisors on duty. Each of these trained men took a newcomer in tow, and together they went out into the various production departments in search of missing bundles, late orders, specials, or bringing back the occasional do-over. These tours were taken daily for one week.

As a result of this part of the training program, the figures on the organizational chart came to life for the trainees and they could establish working relationships for the day when they would be fullfledged supervisors.

At this time the trainees learned another set of supervisory tasks which it would be their responsibility

ORGANIZATIONAL CHART



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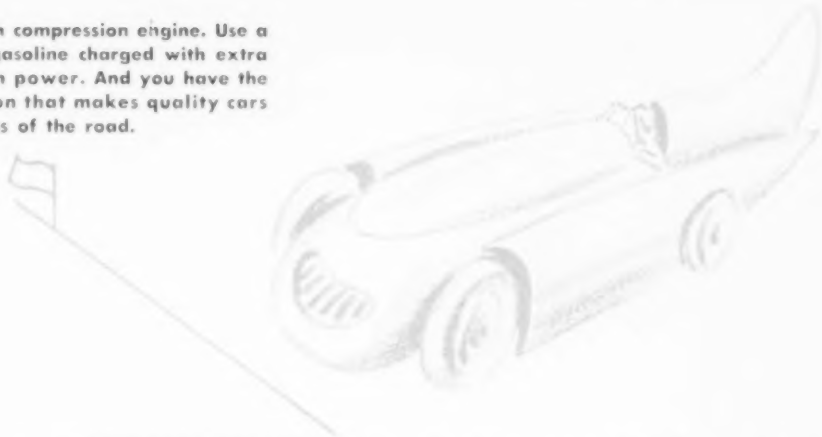

WHAT A COMBINATION FOR EXTRA CLEANING POWER!

The same is true of SO-KLEEN. Add SO-KLEEN, with its

ACTIVATED

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Now YOU'VE got a combination that is *super-charged* with cleaning power . . . a combination moreover that is inseparable, because *ACTIVATED* SO-KLEEN *cannot be removed by filtration!* It stays in the solvent, load after load, doing a thorough cleaning job *every time*. Spots and grease and imbedded dirt are removed more easily with SO-KLEEN. That means less spotting and wet cleaning for you!

For the Same Superior Penetration
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Use SO-KLEEN "SY" Perc

Write for bulletin on SO-KLEEN "SY" Penetrant . . . an ACTIVATED formula that adds power to synthetic solvents.

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to carry out whenever they would be left in charge of liaison in the sales office. This was the posting of call notes on the bulletin board for the attention of the routemen.

Part IV. Accounting Practices of Cashing-In

At this plant the routemen prepare their cashing-in reports for the previous week on Tuesday evenings. The sales manager prepared the trainee to learn how to supervise the cashing-in sessions by introducing him to the other route supervisors and assigning one of them to be his "buddy." Seated together at an adding machine, they were ready to help the routemen add up their receipts and post them on the proper papers before surrendering them to the cashier.

In this operation the customer's charge is printed by bookkeeping machine on the bundle tag. After delivery, the routeman keeps the stub with this price on it which he next matches against a list of charges for the bundles issued him by the laundry and dry-cleaning shipping departments. When the sums on the stubs match the sums on the shipping lists, half the job of cashing in is done. Then the routeman must match with cash the sums listed on the shipping list. Since monthly credit accounts must be taken into consideration, as well as the fact that bundles brought in by the routeman may be picked up by the owner at a branch store, the route supervisor must be alert when checking over stubs and shipping lists. He must also be competent in checking over the preliminary cash count.

Under this training program the supervisor-trainee became thoroughly familiar with each type of bundle tag, shipping list, tag stub, cashier receipt, route summary of returns, and so on. Then he was familiarized with the purpose of each of these accounting forms and the relation of one to the other. This familiarity was first accomplished by the sales manager showing the trainee each form and discussing its purpose. The supervisor appointed as the new man's "buddy" was also there to explain any questions that might arise. By attending four cashing-in sessions the new supervisor was given plenty of practice in adding up stubs, checking stubs against shipping lists and checking cash returns against shipping lists.

At the end of the fourth training session, the supervisor was quite familiar with the whole cashing-in setup and had learned to know the other supervisors in his department. He was handling returns nearly as quickly as the more experienced supervisors and the cashier could find but few errors in his reckonings.

For this part of the supervisory training program, the following routine has been put on paper:

In the first week assign the newcomer to a buddy and familiarize him thoroughly with the various accounting forms used. The following week let him work with the buddy on reckoning charges, etc. Repeat this the third Tuesday evening. On the fourth Tuesday, let him take over a table, and let the "buddy" help him only where it is necessary.

Part V. Proper Handling of Route Salesmen

It was assumed that the newcomers had had considerable experience in handling men previous to accepting employment with this laundry-dryeleaning plant. The training program therefore set about to "refresh their memories" of experience gained elsewhere.

The first part of the training in the handling of men was carried out during the hiring interview when the personnel manager outlined the nature of the supervision to be carried out.

1. The proper training of new routemen to do sales work.

"Sorry to keep you waiting, Charlie, but you know how these route meetings are."

2. Seeing that the routemen maintained neat, clean appearance; that they reported for work punctually; that they drove satisfactorily; that they took care of the vehicles.

3. To report any routeman's grievance not within his power to settle to the sales manager.

Since the proper training of new routemen would be an important task for the new supervisors, the sales manager and the personnel manager decided to concentrate on showing the newcomers how to be good instructors of new routemen. It was decided to use the Job Instruction Training series of conferences for this purpose.

It happened that the firm had sent its personnel manager to take a series of conference-leadership courses offered by the Quebec Government in Montreal. One of these series presented an efficient way to train new employees. American plantowners and managers would probably recognize these conferences as the famous "J" courses presented in war plants by the United States Training Within Industry Committee.*

As it had a qualified conference leader on its staff the firm held five J.I.T. conferences with the trainees and other supervisors. This training was given in the third week of the training program. These two-hour conferences presented effective ways by which a supervisor could plan and carry out the training of an inexperienced routeman. The following ways and means are discussed in the five J.I.T. conferences:

1. Have a timetable.

2. Have a breakdown of the job you want to teach.

3. Assemble the right equipment before you start to teach.

4. Have the work place arranged just as the worker will be expected to keep it.

(Continued on page 68)

* Canadian plantowners can obtain the J.I.T. courses from Youth Aid Services, 55 Notre Dame Street West, Montreal, Quebec. The Training Within Industry programs are no longer available from the Federal government of the United States. Courses in job instruction training and training of conference leaders are offered in the company by several private organizations, including Labor Relations Institute, 1776 Broadway, New York City; National Foremen's Institute, Deep River, Conn.; Research Institute of America, Inc., 292 Madison Ave., New York City; Training Within Industry Foundation, 382 Springfield Ave., Summit, N. J. Most of these companies will send instructors into the plant. The last also conducts courses in various cities, every from time to time.

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W. H. (Bill) Reid, Robison Moore Cleaners—Wichita, Kansas

"My Butler Still has given 15 years of continuous service without a major breakdown!"
—W. H. Reid.

W. H. Reid, owner of Robison Moore Cleaners, says, "Pure distilled solvent is the basis of high quality cleaning and low cost production. By improving the quality of our solvent with a Butler Still, we reduce spotting and wet cleaning to a minimum . . . get cleaner, brighter colors and whites . . . keep re-runs at a low level, thereby getting smoother production through fewer broken lots. Also, our filter powder costs are lower. Your representative was sure right when he told us a Butler Still would improve the quality of our cleaning and would lower production costs."

Take a tip from W. H. Reid, and thousands of cleaners like him—buy a Butler Still to get "like new" solvent . . . higher quality cleaning . . . lower production costs.

Keep Your Solvent Pure and Quick Acting with a BUTLER STILL

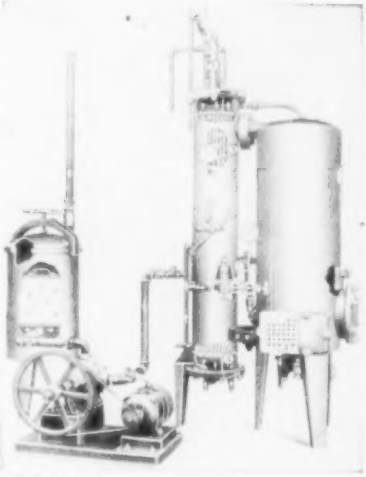
- Reduce Spotting and Wet Washing
- Cut Drying Time, Eliminate Odors
- Get Cleaner, Brighter Colors and Whites
- Reduce Filter Powder Consumption

Check These BUTLER Features

1. **Automatic Solvent Feed, Automatic Heat Control** and **Thermostatic Water Cooling** on Butler Stills assure steady, uniform operation . . . uniform purity of distillation . . . savings in the amount of water used.
2. **Close Boil-Down** of solvent assures nearly 100% solvent recovery! Heating tubes lay closer to bottom of the boiling chamber than tubes in other makes of stills. Virtually all solvent is subjected to boiling action and is recovered.
3. **Vertical Design of Pre-Heater Tubes** prevents clogging of tubes with dirt and grease in used solvent. Solvent drips downward . . . doesn't stick or clog. **No Pre-Heater Section Has Ever Plugged Up or Had to Be Replaced in Any Butler Still!**

Available in 6 sizes . . . 25 gph to 600 gph.

See your Butler sales representative, or write . . .



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(Continued from page 66)

Then

1. Prepare the worker to learn the new job.
2. Present the new job to him, one step at a time, telling and showing each step.
3. Let him carry out a tryout performance.
4. Follow up after he is put on his own.

After the presentation of the J.I.T. plan for instruction, the remaining conferences were used by the supervisors as practice periods to try the new methods. The group was enthusiastic about the conferences and found them useful. When each supervisor showed competence in following the plan, he was given a certificate and encouraged to keep on with the plan in his daily work.

Owners of laundry and drycleaning plants are advised that the "J" courses are very useful in the development of good supervisors, preparing them to be good instructors, to handle labor relations, to devise new work methods and to handle safety problems in their departments. Results will be best where the management has also participated in these or in pilot conferences. Thus they see what the "J" courses are all about and can follow up results after the conferences are over.

The Job Relations Training Series 2, which also calls for five two-hour sessions, helps a supervisor reduce relations problems among his people or to find a solution to such a problem after it has arisen in his department. Both conferences should be conducted by a qualified conference leader.

First, J.R.T. (2) establishes four foundations for good relations:

1. Let each worker know how he is getting along on his job.
2. Give him credit when it is due.
3. Tell employees in advance about changes that will affect them.
4. Make best use of each person's ability.

Then it proposes that a supervisor handle relations problems along these lines:

1. Get the facts—be sure to get the whole story.
2. Weigh and decide—don't jump to conclusions.
3. Take action—don't pass the buck.
4. Check results—did your action help production?

The J.R.T. (2) series was not actually given to the new route supervisors at this time, because the personnel manager was obliged to consider another task. However, if it had been observed that the new supervisors had employee relations problems, the series would have been begun as quickly as possible.

Part VI. Learning the Seven Routes

Learning the routes was the final part of the training schedule. The details of this part of the program, as worked out by the sales manager, called for the assistance of fellow supervisors and certain experienced routemen to conduct the newcomers on the tour.

By this time, the new men were sufficiently familiar with the company's services and the production organization to answer intelligently the questions of customers concerning services and prices. It was felt necessary to introduce these supervisors to the regular customers so they would be recognized when breaking in new routemen in the future.

Every morning, during a two-week period, each trainee reported to the shipping department and there met the supervisor or routeman who had been detailed to conduct him on the route to be covered that day. At the end of slightly more than two weeks each man had visited all seven routes under his future jurisdiction. In this same period, the newcomers were shown how to fill out the various bundle tags and how to securely tie up laundry and cleaning bundles. They were also shown the route lists giving the addresses of their customers and telling them what service they generally preferred and any special details concerning the time of pickups, etc.

"Where's your pioneering spirit, man? Fifty years from now this will all be residential area . . . and I'll be sittin' pretty!"

At the end of this part of the supervisory training program, the sales manager judged each man on his training record and on the reports of the various trainers. His conclusions favored their placement as route supervisors. Each was then introduced as a route supervisor to the seven routemen of his district. When the introductions were being made, the sales manager reviewed with all concerned the supervisors' duties, responsibilities and authority. Now the supervisor was in a position to carry his share of the load and because his interest had been whetted by a complete training program he was eager to get down to work.

Summary

This six-part program was different from previous training programs in this firm and was more successful for the following reasons:

1. The content of the training program was planned before it started. This plan also stated *who* was to train, *what* he was to put across and *when* and *where* he was to put it across.

2. The trainees were shown a brief outline at the beginning of the program and they were told they had to make good. Their interest was aroused and they knew where they were going during the program, which was good for their morale.

3. The training program was put in writing to be referred to by the trainers as training went ahead. The same program can be referred to in the event that other men will have to be trained in the future.

4. Putting the training program in writing gave the sales manager a starting point for planning improvements in future training programs. He can now discuss it with other sales managers and adopt any "tips" from them. Best of all, in the future he need only pick up the plan from his desk instead of having to sit down and work over it from scratch.

On the basis of twenty years experience as a laundry route salesman, route supervisor and sales manager, he concluded that this training program cut down the time for preparing a route supervisor from six months to two months. ■ ■

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One gallon added to four gallons of new or distilled solvent gives a "regular" drycleaning soap. The four-to-one mix may be mixed with five gallons of water to give a very stable emulsion of "wet soap".

Results are safe, sure and economical.

1 GAL. MAKES 5 GALS.

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(THE TOP BRASS SHOWS OF HOW TO HANDLE IT)

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Lincoln holiday greeting garment bags build extra good will!

6 papers · 12 designs

Illustrated are 8 of the 12 radiant Holiday designs available in white or brown paper. In addition, 4 special designs are available in 4 colored papers. Send for complete details or ask your jobber.

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There's a psychological reason why Inter-City Rug & Upholstery Cleaners rolls and packs all rugs for delivery. Owner Glenn W. Peil says customers like to see and hear paper torn from freshly cleaned rug. Also, although truck floor is clean as rug cleaning room floor, you can't convince customer spot on back didn't come from "dirty" truck if rug was delivered unwrapped

ONE-MAN RUG BUSINESS

Owner With Only Part-Time Helper Handles All Cleaning and Selling

WHAT one man and a part-time helper can do with a small rug and upholstery cleaning business is demonstrated by the Inter-City Rug & Upholstery Cleaners of Eugene, Oregon.

One third of the volume is wholesale, coming from drycleaners and laundries in the Eugene area. Of this wholesale volume, orientals make up 10 percent of the total and domestics 90 percent. While the total volume is divided into 30 percent furniture cleaning and 70 percent rug cleaning, practically no furniture cleaning comes to the plant through the wholesale accounts.

During the summer and spring months, when a helper is employed, one-half of the rug and furniture cleaning is on location work, done with portable equipment.

On a $10,000 yearly volume, owner Glenn W. Peil paid out for a helper's wages $1,100, Rent took $600, supplies and utilities, depreciation, advertising (which runs one percent of gross volume) and insurance came to $1,050. To these costs of $2,750, Mr. Peil adds $500 for "other expenses." This balance sheet leaves the owner $6,750.

Charges for cleaning run: 5 cents per square foot for domestics, 6 cents for reversibles and 10 cents for Chinese and orientals, hooked rugs, Navajos and numdas. Small cotton rugs run from $1 to $3. A charge of $1.10 is made for sizing a 9-by-12 domestic, but most rugs are not resized.

On upholstery cleaning, charges vary according to the size, amount of upholstery for each piece, and repair needs. They are based on this schedule: davenport, $9; love seat, $7; chair $5; cushions $1 up.

The charges for both rug and upholstery cleaning are the same for plant work and on-location cleaning.

Mr. Peil prespots all rugs. They are then cleaned with a combination pickup vacuum beater, shampooed, and again vacuumed with a tank-type wet vacuum pickup. Rugs are then hung to dry. Mr. Peil formerly force-dried his rugs but has found that he obtains a better job when the rugs are allowed to hang and dry in a room at a temperature of not over 80 degrees F.

The biggest problem reported by Mr. Peil is that of holding a fairly steady volume through the off season. This he does by making personal calls, contacting larger bid jobs, and soliciting work from lodges, the university and churches. Most of this business, he says, will not come in through conventional advertising over the radio or from newspaper display ads. ▪ ▪

You, too, can have this safeguarded steam supply

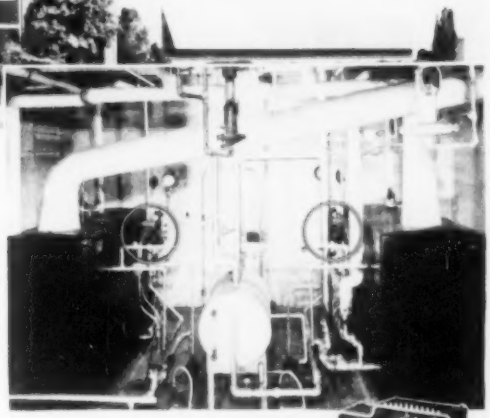
In a Los Angeles plant as modern as its product, Wm. J. Markowitz manufactures "Dresses of the Moment" under the respected label of "Jules California."

Turning out "Dresses of the Moment" in this snappy, competitive field calls for equipment that will operate dependably every moment of every day;—and none is more vital than the equipment producing the steam for pressing, processing and space heating. As Wm. J. Markowitz says in the accompanying letter, "any failure in this steam supply might result in interrupted schedules and costly plant shutdowns."

But there have been no such interruptions. Two modern Mund Boilers—each equipped with a modern McDonnell No. 150 Pump Control, Low Water Cut-Off and Low Water Alarm—are the reason. In the words of Mr. Markowitz "for over three and one-half years we have enjoyed one hundred percent dependable service from this equipment."

It actually costs you very little to have this complete freedom from interruption of steam supply—this complete freedom from worry about it. The McDonnell No. 150 or 157, illustrated here, controls the boiler feed pump as it *should* be controlled—*from* the boiler water level. So controlled, the boiler water level is held within the close limits that assure highest steaming efficiency and a resulting fuel economy that rapidly pays for the control. Along with this goes the security of complete boiler water level control—plus the safety of a low water fuel cut-off and alarm feature.

There is a McDonnell water level control for every type of boiler with every type of firing, operating at any steam pressure up to 150 lbs. Ask for a recommendation covering your particular conditions.



Exterior of "Jules California" plant and interior of boiler room showing two Mund self-contained steam generators equipped with McDonnell No. 150 pump control, low-water fuel cut-off and low water alarm. The No. 150 is shown opposite. It is also available with integral water column, often the most convenient form for installing on existing boilers. Ask for details.

McDONNELL & MILLER, INC., 3500 North Spaulding Avenue, Chicago 18, Illinois

Saving Over Thirty Years

McDONNELL *Boiler Water Level Controls*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CHEVROLET

ADVANCE-DESIGN TRUCKS

POPULARITY LEADERS Chevrolet trucks are the favorites by far! In every postwar year truck users have bought more Chevrolets than any other make. And that's proof of the owner satisfaction they have earned!

PERFORMANCE LEADERS Chevrolet trucks give you high pulling power over a wide range of usable road speeds . . . cut down total trip time with high acceleration on the straightaway.

PAYLOAD LEADERS Careful design and rugged construction permit you to haul more goods more miles—at lower cost per ton mile! You enjoy real savings on operating and repair costs.

PRICE LEADERS You're money ahead with Chevrolet trucks! Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—high-trade-in value, all add up to the lowest price for you.

Packed with VALUE . . . *Primed with* POWER

Chevrolet Advance-Design trucks have everything it takes—and plenty to spare. Rugged construction to withstand the wear and tear. Handling ease and comfort to lighten the load of a day's work. And more power than ever! Two great Valve-in-Head engines—the Loadmaster 105 h.p. and the Thriftmaster 92 h.p.—make these the most powerful trucks Chevrolet has built! Yes, these new jobs bring you peak value—and at a low price. They cost surprisingly little to buy, to run and maintain. That's why Chevrolet trucks outsell them all!

CHEVROLET MOTOR DIVISION, *General Motors Corporation* DETROIT 2, MICH.

AHEAD WITH ALL THESE PLUS VALUES

• TWO GREAT VALVE-IN-HEAD ENGINES: the New 105-h.p. Loadmaster and the Improved 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy action engagement • SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that Breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

When writing to advertisers, please mention The NATIONAL CLEANER & DYER

SAN FRANCISCO CLEANER INSTALLS SHIELDS UNIT!

Albert Montpont, Executive Manager, of Sea Breeze Cleaners, Inc., San Francisco, Calif. is thrilled with his new SHIELDS PERCHLOR DRY CLEANER—He is thrilled with its large capacity and high output, and its dependable, automatic and profitable operation.

HERE ARE FEATURES THAT DECIDED MR. MONTPONT TO INSTALL A SHIELDS UNIT

50-pound load capacity

40-minute cycle, with Recovery

1800 GPH filter—continuous filtration

40 GPH distillation

Reserve tank to supply solvent for rinsing or balancing solvent in system

Monel metal washer, cylinder and condenser—with bronze fittings

Vibration-proof construction throughout unit

2½" dump valve

Soap injector to uniformly emulsify solvent and soap

Economical, fool-proof operation

All parts of machine easily accessible

Rugged, compact drive mechanism operates quietly under critical load conditions

A PRIZE PACKAGE delivered completely assembled

Dimensions 54" x 88" x 78" high permit entry through 35" door opening.

Proven and recognized by leading dry cleaners to be the No. 1 Synthetic Unit in all respects.

Write or mail coupon for complete information.

SHIELDS ENGINEERING and MANUFACTURING CO.,
272 E. 156th St., CLEVELAND 10, OHIO

SHIELDS ENGINEERING & MFG. CO.,
272 E. 156th St., CLEVELAND 10, OHIO

Gentlemen:

Please send full information about the SHIELDS AUTOMATIC DRY CLEANER.

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Above: Wally Packham, owner of Packham's Cleaners, Blackfoot, Idaho, tried to retire and couldn't. Mount is one of five gaited show horses. Left: Packham's Cleaners is located on right side of town's main street on U. S. Highways 20, 91 and 181. Note Blackfoot sign over truck.

LITTLE PLANT THAT WAS MANAGED

From $300 to $1,100 Weekly Volume in 12 Months

THIS growth in volume was accomplished with a minimum of advertising (an average of less than two percent figured over the 12 months' period). There were seven employees on the payroll at the beginning of the year when the volume was around $300 a week. There are now only eight employees, with volume climbing above $1,100 per week.

Early in 1949, Wally Packham sold his drycleaning property in Boise, Idaho. He had been in the cleaning business since he was old enough to stand at a press. He had held all the offices in his state association and was a director of the N.I.C.D. Wally sold his large home, moved to Blackfoot (Idaho), bought a several-acre "farm" on the edge of town, built a stable and training track and had his horses trucked to his new home. He had "retired"!

But Wally found there were but two cleaning plants in this growing city of better than 5,000. One of these plants was for sale.

"I've always believed," he told his wife, "that a small plant can be set up and operated the same as a large plant, same processing technique, the same sales and promotion program. I have always said plant layout is more important to the small plant than to the big one. In a small plant every worker has more than one job. Equipment must be set and workflow arranged so that he can handle these several jobs with a minimum of waste motion."

"I know what you are coming to," Peggy told him. "You have been out of the cleaning business nearly two weeks and that's as long as you can stand. Go buy it."

That evening he had purchased the building and equipment, ordered a new neon sign, bought stationery, and started on his revamping program.

One of his first steps was to remove all the "We Are Not Responsible For ..." signs in the office and put up a big placard instead which read "We *Are* Responsible For Everything. Our Work is *Guaranteed* To Your Satisfaction Or Money Refunded. Bring All Your Cleaning Problems To Us."

These same statements were used in the newspaper display ad announcing the change of management, and they have been used in every advertisement since.

A salesman with no previous route experience was hired and trained. Each morning Packham spent one to two hours out with the truck with the new man.

New equipment was installed and the workflow was set up so that each employee could handle his several jobs with the least steps and wasted motion.

When the plant was purchased there were seven employees: one cleaner, one spotter, one wool finisher, one silk finisher, two office girls, one of whom handled minor repairs and the other did marking. Both girls

Main entrance of Packham's Cleaners. Large neon clock will be installed over the door. Garments are stored in office on wheels to save space.

IF YOU NEED IT

WE'VE GOT IT!

HEADQUARTERS FOR THESE APPROVED PRODUCTS

STEAMTITE CONNECTORS
BISHOP SORTING REELS
BOWSER PUMPS
CALED SPECIALTIES
CISSELL STEAM IRONS
COLORFIXE
DAVIES-YOUNG PRODUCTS
DRYCO SPRAY GUNS
GLOVER SPOTTING BOARDS
KIRK'S LEATHER DYES
PITTSBURGH MARKING TAGS
PRE-MARKED STRIP TAGS
REMO GARMENT CLIPS
RSR AND TAKALAB
PURKETT ASSEMBLY REELS
RESILLO PADS
JANET TIE PRESS
LUSTERSUDS
STREET PRODUCTS
VALETOR EQUIPMENT
HOPKINS ADJUSTIT
TIME-SAVER SPEED RAIL
ROOT GARMENT BAGGER
DUPONT PERCLENE
KLEENAP SOAP
JOHNSON DRAX
LINCOLN BAGS
NEWHOUSE PRODUCTS
OBLITO STAIN REMOVER
"O" SPOTTER
MASTERBUILT BRUSHES
THERMOTEX COVERS
WILSON STAIN REMOVERS

Whatever you need to improve quality and reduce costs—just call on Kohnstamm, the leading name in the laundry and cleaning industry. We can supply you with any one or all of hundreds of useful items—from sleeve formers to dryers, and from pads to pumps.

Send for Catalog

ESTABLISHED 1851

H. Kohnstamm & co., inc.

89 PARK PLACE, NEW YORK 7
11-13 E. ILLINOIS ST., CHICAGO 11
4735 DISTRICT BLVD., LOS ANGELES 11

ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND
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MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
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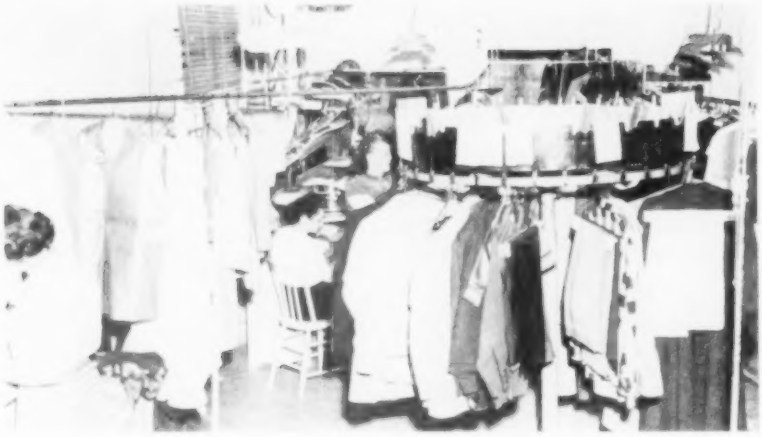
FOREMOST MANUFACTURER AND DISTRIBUTOR OF QUALITY LAUNDRY AND CLEANING SUPPLIES

When writing to advertisers please mention The NATIONAL CLEANER & DYER



View of the small but compact finishing room at Packham plant

looked after assembly. And there was a driver. This was August 1, 1949, with a volume running around $300 per week.

On the first of December volume had risen to $500 a week. Yet Wally found the work could be handled with six: one combination cleaner and spotter; one wool finisher; one silk finisher; one full-time repair lady; one office girl who handled inspections and marking. Assembly was divided among several workers. The driver handled sorting before marking whenever possible and also looked after plant maintenance.

By March 15, 1950, average volume had increased to $800 per week. This required a full-time cleaner and a full-time spotter. The next change came July 1, when volume had reached $1,100 per week and for several weeks prior to July had gone above $1,200. The payroll was boosted to eight by adding a combination repair lady and silk finisher.

When Packham bought the plant the *total* payroll was running just under 80 percent (all wages except management). On July 1, 1950 the over-all payroll ran at exactly 40 percent. "We plan to hold our volume around $1,200 a week," Packham said, "and try to bring our total payroll down to 35 percent. I think we will accomplish this by the end of the year."

Wally Packham explains this near 300 percent growth in volume in one year as follows:

1. Blackfoot is having a steady growth in population. New families are moving in here all the time. It is only a short distance to Arco, the atomic center, and many people commute between Arco and Blackfoot.

2. Cleaning had never been actually sold in Blackfoot. With only two plants, a lot of the business was going out of town. Putting a trained routeman in the city held a lot of that business in Blackfoot.

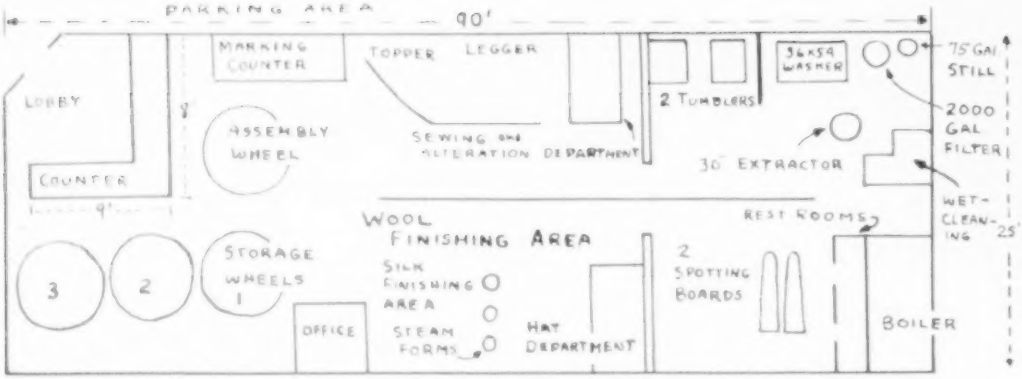
3. By admitting responsibility, guaranteeing all work, and advertising that there was a cleaning plant in town that could handle every cleaning problem (Packham's Cleaners wholesales what the plant is not equipped to handle), it got a good deal of cleaning that had been stored in closets because it could not be cleaned locally.

4. Packham believes he is just now beginning to get results on his "Ready-To-Wear" policy. He has insisted that every garment leaving the plant be 100 percent ready to wear.

"Once the customer learns," he says, "that the garment inside your bag is *ready to put on*, regardless of whether she opens the bag in two days or two months, she tells her neighbors about it. She sells more work for you than she otherwise would."

5. Finally, the fact that the routeman and the counter girl are trained to suggest sales brought in a good volume of specials and items the average Blackfoot housewife hadn't thought of taking to a drycleaner.

Not bad! # #



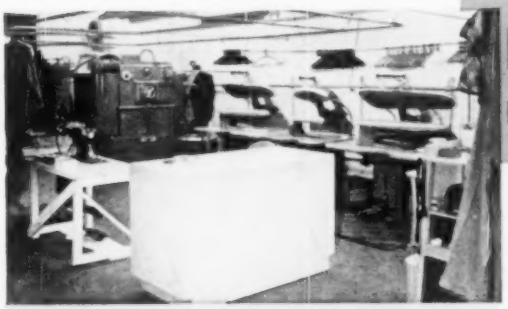
It's your COAST-to-COAST choice

for PERCHLOROETHYLENE OPERATION...

HOFFMAN

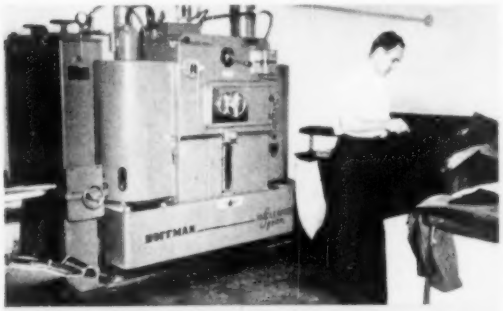
Nu-Cleaning Systems

FOR 30- AND 60-POUND LOADS



RIVERSIDE, CALIF., *Sibrel Cleaners*
Owner, Mr. Les Sibrel, selected Nu-Cleaning after years of experience with synthetic plants.

Established shops—new shops—the big majority has made Nu-Cleaning the country's fastest selling perchlorethylene system. *Your* best buy, too, because whichever size you choose—for 30- or for 60-pound loads, you know your Nu-Cleaning system is built, sold and guaranteed by Hoffman—leader in drycleaning equipment. Ask your Hoffman representative for all the facts, *today*.



WICHITA, KANSAS, *Welch Cleaners*
After 16 years in the business, selected Nu-Cleaning for their new shopping center plant.

PAWTUCKET, R. I., *Tic-Toc Cleaners*
"Should have bought Nu-Cleaning unit two years sooner," say ex-GIs Soboda and Kubacki.

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SPEED SPOTTING CHART
for removal of GENERAL stains remaining after cleaning

PENN SALT

GREASE, OIL AND WAX OR COLORED PIGMENT STAINS

1 APPLY ERUSTO DRY SPOTTER

2 APPLY ERUSTO OIL, PAINT AND GREASE REMOVER

SWEET STAINS OR UNKNOWN SPOTS

1 APPLY STEAM OR WATER SPRAY

2 APPLY MIXTURE —1 PART WATER AND 2 PARTS ERUSTO OIL, PAINT AND GREASE REMOVER

DIRECTIONS* If spot is not entirely removed by first step, proceed with treatments in the order in which they are listed.

Stop with treatment which completely removes spot and proceed to rinsing.

*Ammonia, strippers, bleaches and full-strength spotters are not safe on all colors and fabrics. Always test first on unexposed portion. Do not rinse with steam after using bleach or stripper.

3 APPLY DILUTE AMMONIA SOLUTION

4 RINSE WITH WATER. APPLY ERUSTICATOR

5 RINSE WITH WATER. APPLY DIGESTOR

6 RINSE WITH WATER. APPLY STRIPPER

7 RINSE WITH WATER. APPLY BLEACH

RINSING DRY SIDE

RINSE WITH SOLVENT OR ERUSTO DRY SPOTTER. FEATHER OUT AND DRY.

RINSING WET SIDE

RINSE WITH WATER OR STEAM. FEATHER OUT AND DRY.

Finishing Department

Copies for everyone! Just write to address on this page, telling how many copies of this chart you can use.

3 BIG HELPS! Erusticator • Erusto Dry Spotter
Erusto Oil, Paint and Grease Remover

PENNSYLVANIA SALT MANUFACTURING CO.
Dry Cleaning and Laundry Products
Widener Building, Philadelphia, Pa.

HANDY INSTRUCTIONS for

Removal of IDENTIFIED stains remaining after cleaning

DIRECTIONS*

Special treatments for each type of stain are shown in areas at right. Start at left of chart and proceed with each successive step, left to right, until stain is removed. Stop with rinse after step which takes out stain.

	ERUSTO DRY SPOTTER	ERUSTO OIL, PAINT & GREASE REMOVER	SOLVENT RINSE	STEAM or WATER SPRAY	2 PARTS ERUSTO OIL, PAINT & GREASE REMOVER 1 PART WATER	WATER RINSE	DIGESTOR	WATER RINSE	ERUSTICATOR	WATER RINSE	STRIPPER	WATER RINSE	OXIDIZING BLEACH	WATER RINSE
ALBUMINS—Egg, Meat, Gravy, Milk Products ADHESIVES—Glue, Sizings, etc.					USE ERUSTO O.P.G.R. & WATER	RINSE	DIGEST	RINSE						
BEVERAGES—Coffee, Tea, Beer, Liquor, Soft Drinks, etc. BLOOD, TANNIN, VOMIT				SPRAY	USE ERUSTO O.P.G.R. & WATER	RINSE	DIGEST	RINSE	USE ERUSTICATOR	RINSE	STRIP	RINSE	BLEACH	RINSE
COSMETICS—Eyebrow Pencil, Lipstick, Rouge, Nail Polish		USE ERUSTO O.P.G.R.								RINSE	STRIP	RINSE	BLEACH	RINSE
FOODS (except Albumins, described above) FRUIT AND FRUIT JUICES				SPRAY	USE ERUSTO O.P.G.R. & WATER	RINSE					STRIP	RINSE	BLEACH	RINSE
GRASS STAINS (also Dyes, Colors and some Inks)					USE ERUSTO O.P.G.R. & WATER	RINSE					STRIP	RINSE	BLEACH	RINSE
LIGHT GREASE (also Light Oils, Waxes, Paraffin) for **HEAVY GREASE** see **"PITCH"**	USE ERUSTO DRY SPOTTER													
INK MEDICINES MUD PERSPIRATION				SPRAY	USE ERUSTO O.P.G.R. & WATER	RINSE			USE ERUSTICATOR	RINSE	STRIP	RINSE	BLEACH	RINSE
PAINT (also Enamel, Lacquer, Varnish and Shellac) PITCH (also Road Oil, Tar and Asphalt)	USE ERUSTO DRY SPOTTER	USE ERUSTO O.P.G.R.	RINSE											
POLISHES—Furniture, Stove, Shoe, etc.	USE ERUSTO DRY SPOTTER	USE ERUSTO O.P.G.R.								RINSE	STRIP	RINSE	BLEACH	RINSE
RUST									USE ERUSTICATOR	RINSE				
TANNIN VOMIT (See "**BEVERAGES**" above)														

* Strippers, bleaches and full strength spotters are not safe on all colors or all fabrics. Always test first on unexposed portion.

For extra charts write to:

PENNSYLVANIA SALT MANUFACTURING CO.

Dry Cleaning and Laundry Products

2089 Widener Building, Philadelphia, Pa.

PENN SALT

ASSOCIATION NOTES

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

Uniform Cost Accounting System: At a conference of representatives of the six service industry associations, held June 27 at the National Institute of Cleaning and Dyeing, a uniform system of cost accounting was presented and approved as a model system adaptable to the requirements of each industry. The conference grew out of several previous meetings called for the purpose of drawing up a uniform system for the National Institute of Rug Cleaning.

It was the consensus of those present at the first meeting that practically all of the expense accounts were common and applicable to not only rug cleaning but to the drycleaning, laundry, diaper service and linen supply industries as well. It was apparent that there would be a distinct advantage to all the service industries if one uniform system of expense account classifications could be adopted by all of them. Thus comparable data and statistics would be obtainable, and a plant offering several services would be able to get a true comparison of costs.

Associations now offering a uniform accounting system to their members will continue to do so. The basic accounts will be the same for all industries but the breakdown of these accounts will be made to suit the needs of the individual industry. The basic expense accounts adopted follow closely those recommended by the American Institute of Laundering.

Attending the June 27 conference were: for the National Institute of Rug Cleaners, Melvin A. Viner, and Milton Pollock, comptroller, Arcade-Sunshine Co., Washington, D. C., and Osgood Wells, executive secretary, NIRC; for the National Institute of Cleaning and Dyeing, Norbert J. Berg, managing executive, and D. W. Armstrong, accountant; for American Institute of Laundering, James V. Scattergood, accountant; for the Diaper Service Institute of America, Chantry W. Davis, executive vice president, and John A. Shiffert, assistant to Mr. Davis; for the Linen Supply Association and the Overall & Wiper Rag Service, Stanley T. Posner. Also present were accounting counsellors John Carruthers of John Carruthers & Co., Boston, and Clifford Rhodes, John Carruthers & Co., Washington; M. R. Weiser and Kenneth Weiser of M. R. Weiser & Co., New York, and J. R. Wilson of J. R. Wilson & Co., Atlanta, Ga.

A Service Industries Accounting Council, composed of the accounting counsellors and representatives of each industry, will be established to work with and advise staff accountants and accounting committees of the associations in adapting the uniform system to the specific needs of each industry. It is planned to add to the Council an accounting consultant in the Midwest and another in the Southwest or West Coast.

* *

New Ohio Secretary: James H. Merritt has been named executive secretary of the Ohio State Association of Cleaners and Dyers.

New Date for CRI Convention: The 17th Annual Convention of the Canadian Research Institute of Launderers and Cleaners, originally scheduled for the end of June and postponed because of the floods at Winnipeg, will be held at the Royal Alexandra Hotel in Winnipeg on October 22, 23 and 24, 1950.

* *

Dover Meeting: With the choice of Warren G. Plantholt, retired laundryman and drycleaner, as executive secretary, the Del-Mar-Va Cleaning and Laundering Association has been going ahead with regular monthly meetings held at various cities on the Del-Mar-Va peninsula. The final meeting before summer recess, held at Dover, Delaware, on June 12, had W. R. Palmer, editor of THE NATIONAL CLEANER & DYER, as guest speaker on the subject of current trends in the drycleaning industry.

To the uninitiated, the Del-Mar-Va peninsula is that body of land between the Chesapeake and Delaware Bays. The name is drawn from parts of the names Delaware, Maryland and Virginia, the states which share the peninsula.

* *

New Michigan Director: The Michigan State Association of Cleaners and Dyers has announced the election of Harry Budde of Budde Dry Cleaners, Grand Rapids, to the board of directors. Mr. Budde fills the vacancy caused by the death of John J. Miedema, director from the Grand Rapids area.

* *

Southwest Georgians Meet: A meeting of the Second District (Georgia) Cleaners and Launderers Association was held in Albany on June 21, with an attendance of 85. Hosts for the meeting were members of the newly organized Albany Cleaners and Launderers Association, which is headed by W. W. Strom of Sunlite Cleaners. The program, arranged by the Georgia Laundry and Cleaners Association, included "In Balance," a sound film on profits; a discussion of drycleaners' problems by C. E. Morgan of Morgan Cleaners and Laundry, Decatur, a former president of the state association; a drycleaners' open forum; a talk by Sam A. Wix of Atlanta, AIL director and owner of Ideal Laundry and Cleaners, and a talk on teamwork by Preston Bunn of Bunn's, Inc., Griffin, president of the Georgia group.

During the meeting Bill Tonge of Marvel Cleaners and Laundry, Bainbridge, announced the organization of the Bainbridge Cleaners and Launderers Association. E. B. Worrell, Acme Laundry and Cleaners, Columbus, attended as a representative of the Columbus Cleaners and Launderers Association.

The Second District Association was organized on March 15, as part of a state association program for organization of local groups, each to become a part of

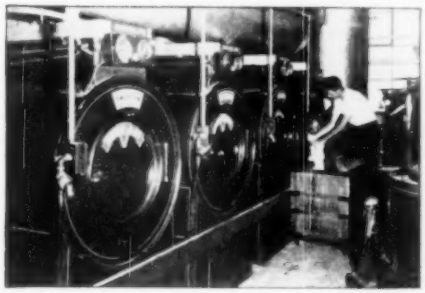
K.O.'s SHRINKAGE

American Automatic Temperature & Cooling Control:

Automatically maintains drying temperature selected . . . Reduces costly shrinkage.

Automatically provides cooling period . . . Prevents heat creases, speeds up finishing.

Automatically times drying cycle, signals operator when cycle is completed . . . Eliminates over-runs, increases production.



Battery of 4 ZONE-AIR Dry Cleaning Tumblers, at Majestic Laundry & Cleaners, Little Rock, Ark., with American Automatic Temperature & Cooling Controls which reduce shrinkage and increase drying production.

Every dry cleaner who has installed ZONE-AIR Tumblers with American Automatic Temperature & Cooling Controls will tell you he has *licked* shrinkage complaints . . . that savings, in claims and customer goodwill alone, justify the installation.

But that's not all. These hard-working ZONE-AIRS are also giving exceptionally fast drying and thorough deodorizing at low cost — for these reasons:

- *"Zone-Air Drying Principle"* directs maximum volume of warm air through "zone" in cylinder where work is *most fully opened up* by tumbling . . . Concentrates air where it can dry and deodorize most effectively, in less time.
- 2 Continuous-tube steam heating coils with closely spaced radiating fins heat drying air most efficiently . . . Saves steam, speeds up drying.
- Specially designed, direct-driven deflector-blade fan moves unusually large amount of air through load . . . Makes drying *less dependent on heat*, assures thorough deodorizing.
- Door latch electrically interlocked with cylinder and fan motor . . . Saves operator's time changing loads, prevents waste of power.
- ZONE-AIR'S sturdy construction (welded, galvannealed steel cylinder, steel cylinder housing, and welded, fabricated steel frame) assures long service with maximum operating efficiency.

STOP SHRINKAGE, **and cut drying costs, too, with ZONE-AIR and American Automatic Temperature & Cooling Control. WRITE for illustrated catalogs.**

DRY CLEANING DIVISION
The
AMERICAN
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the district groups now being formed. Officers of the Second District group are: president, J. O. Willis, Moultrie; vice president, Guy Tillman, Ashburn; secretary-treasurer, Hal Collins, Moultrie, and directors O. J. Caldwell, Thomasville; H. B. Hancock, Nashville; Mrs. R. C. Warren, Hahira; Bill Buntin, Albany; Buck Vance, Tifton; Ralph Reese, Valdosta; Bill Tonge, Bainbridge; John Powell, Cairo; J. T. Reynolds, Camilla, and Mr. Glenn and Mr. Portevent of Pelham.

* *

Local Elections: At the June meeting of the **South Texas Cleaners & Dyers Association,** the following officers were chosen: Walter S. Pope, president; J. A. Smith, vice president; Miss Jo Louise Mathieu, treasurer; Mrs. Virginia Nesbit, executive secretary, and Rudy Wildenstein, sergeant-at-arms. Directors are C. L. Batto, Karl Drescher, Arnold Martinez, Jack Rosenberg, J. A. Russell, Jack Green, C. L. Bowie and W. A. Robinson.

Frank R. Schoen has been named president of the newly organized **Saginaw (Mich.) Dry Cleaners Association.** Other officers are: K. R. Peaslee, vice president, and William Robertson, secretary-treasurer. Michael O'Neill of Lansing, promotional director of the Michigan State Association, was named public relations counsel for the Saginaw group.

At a recent meeting of the **Central Nebraska Cleaners Association** held at Kearney, George Kotsiopulos of Kearney was chosen president and Oscar Nielsen, Aurora, was reelected secretary-treasurer. New board members are Harold McPeek, Harvard; Joe Gagnon, Hastings; Cliff Alderson, Grand Island; Harold Hoff, Hastings, and Ralph McClure, St. Paul. Held-over directors, in addition to Mr. Nielsen and Mr. Kotsiopulos, are Dick Fullam, Grand Island, retiring president; Alex Johnson, Kearney, and Joe Abaud, Grand Island. Speakers at the meeting included Willard Townsend, Lincoln, who spoke on "A Good Drycleaner—A Good Businessman," and Noel L. Cooperider of Butler Manufacturing Co., speaking on sales.

* *

Pennsylvania Activities: On May 31 members of Rotary from Latrobe, Greensburg and neighboring areas were taken on an "Imaginary Trip Through a Drycleaning Plant" by Cecilia Scholl, executive secretary of the Pennsylvania Association of Dyers and Cleaners. Rotarian Clemens of the Latrobe Laundry Company was host to about 75 fellow-members of Rotary.

A sectional meeting at Conneaut Lake, held June 3 and 4, was attended by Past President William Cundiff of Harrisburg, John Reardon of Harrisburg, and President John Yorgey of Reading. The activities were directed by A. Gonick, New Castle, vice president Section 3; C. Lawrence, Erie, director Area 1; H. B. Crooks, Bradford, director Area 5, and C. Peabody, Greensville, director Area 2. Guest speakers included Eugene Maple of Methods Engineering Council, Pittsburgh, on salesmanship, and Bart Richards, president of the Pennsylvania News Editors.

During the week of June 4 to 10 PADC members of the Lehigh and Northampton Drycleaners Guild exhibited the state association's display of unserviceable garments to about 45,000 persons attending the Better Homes Show.

In Coatesville on June 14, Miss Scholl and Virginia Anderson of "Women's Page of the Air" did a 15-minute broadcast on "Home Care of Garments and Drycleaning Tips." The broadcast was part of a year-round educational program sponsored by Mr. and Mrs. Hill Davis of Quality Service Cleaners, Oxford.

* *

Local Meetings: At a meeting of the Advertising Club of Jacksonville, Florida, President H. F. Milton of the Jacksonville Laundry and Cleaners Association gave a talk on the industry in connection with the showing of two films. The subjects of the films, which were shown by Mrs. Ruby S. Dunning, secretary of the association, were the dangers of home cleaning and the advantages of the modern laundry.

At a meeting of the Niagara District (Ontario, Canada) Plantowners at St. Catherines, activities of the Dry Cleaners Institute (Ontario) were outlined by Manager D. H. Currie, H. E. Wambold, chairman of the Mid-Western Division, L. Austin of Standard Chemical Company, F. J. Slatt of Pioneer Chemicals Limited and Mr. Brown of McKague Chemical Company. The membership decided unanimously to organize a Niagara Peninsula division of the Institute.

N. I. C. D. NEWS

New NICD Publications: Two new publications for NICD members suggest methods of promotion and how to conduct them. One is "Suggestions for Conducted Tours—Open House," and the other "Briefs for Broadcasting," which contains material that is also adaptable to other advertising and promotion media.

Two new package inserts are also available: "Prepare for That Rainy Day," giving suggestions on selection and care of rainwear, and "It's Time to Stop," discussing perspiration.

* *

Western NICD Alumni Round-Up. The rapid growth in the number of graduates of the various schools at the National Institute of Cleaning and Dyeing is highlighted by plans of the Western graduates to hold a "round-up" concurrently with the "Back Home Day" meeting in Silver Spring, Maryland. On the same dates, August 12-13, it will be held at the Chapman Park Hotel in Los Angeles, California, under the sponsorship of the society's Pi Chapter.

Inquiries about details should be directed to Dan E. Kreitzer, secretary, 622 S. Anderson St., Los Angeles, California. The program now planned includes plant tours, demonstrations, speakers and a fashion show.

* *

Latest Technical Bulletins: The causes of good and poor loads in petroleum solvent cleaning are the subject of Technical Bulletin T-236, which shows how classification, time of soap runs, and type of fabric influence cleaning. The amount of graying, spotting and percentage of passups are also discussed.

Cleaners are warned of a troublesome taffeta with

"BUCKEYE SIZE" restores natural life, luster, resiliency IN FABRICS OF ALL TYPES

TRY THIS WATER-SOLUBLE SIZE FINISH FREE!

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"BUCKEYE" is a Size Finish that goes into immediate solution with water—no lumps—no precipitation. It is odorless—will not spot or discolor—*will not sour or become rancid.*

Applied by immersion *or spray method.*

Customer satisfaction with your finished work is assured.

You can prove this scientifically developed water-soluble Size, *at our expense.* So positive are we that this "Buckeye" Specialty will please you, that we do not ask you to buy *until you try it.*

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rib weave in Technical Bulletin T-255. This bulletin describes the fabric, its identification, the difficulty in dryeleaning and suggestions for handling. It also contains photographs and a swatch of the fabric.

* *

New Staff Members: Charles O. Jackson has joined the teaching staff as an instructor in finishing in the NICD general course. A native of Oklahoma, Mr. Jackson attended A & M Technical School at Okmulgee, and served in the Navy during the war. He is a graduate of the 74th Class.

CHARLES O. JACKSON

Applied science will be taught in the general course by Harry J. Thompson of LaBelle, Missouri. Also a graduate of the 74th Class at NICD, Mr. Thompson received his B.A. degree at Culver Stockton College and did graduate work at the University of Southern California. During the war he served as a glider pilot in Italy.

The new field representative in the Midwest is Gene E. Hoagland of Long Island, N. Y., who will serve members in Missouri, Kansas, Iowa and Nebraska. A native of Long Island, Mr. Hoagland was educated in upstate New York schools. He is well known in the

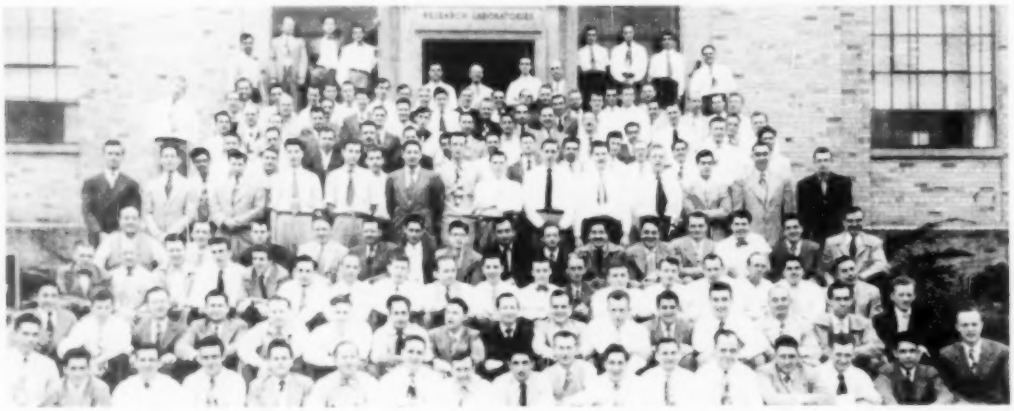
GENE E. HOAGLAND

HARRY J. THOMPSON

dryeleaning field in the San Francisco Bay area. Mr. Hoagland is also a veteran of the last war, in which he served as a combat engineer in Africa and Europe.

* *

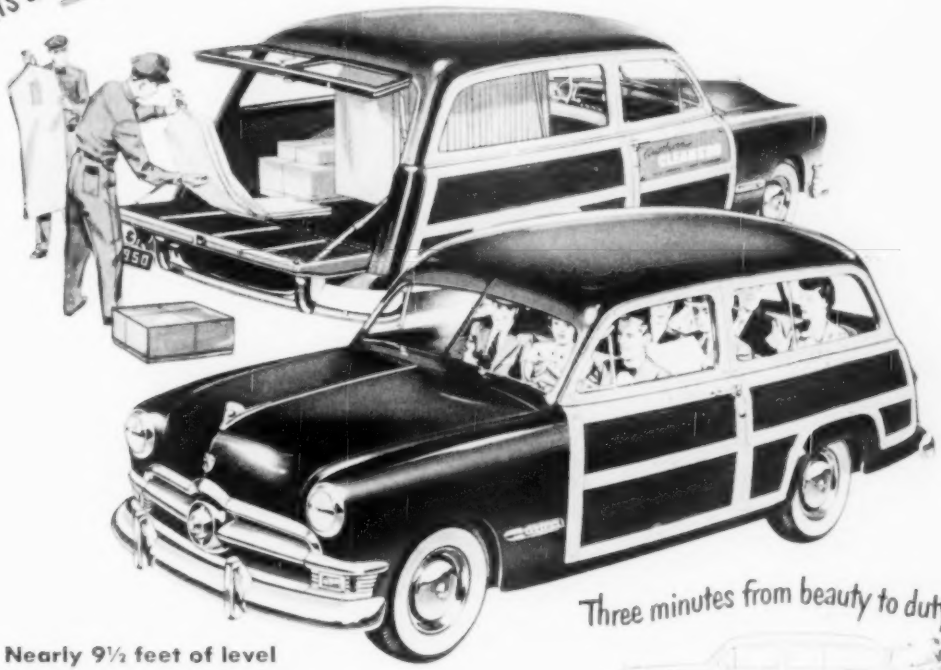
Graduation of 74th Class: On June 23 John P. Gray, director of education, presented diplomas to the 157 students who had completed the 12-week general



Graduates of 74th Class: Gus Alferis, John L. Aid, Joshua E. Arrington, Kostas S. Arvanitakis, Billie W. Baker, George W. Baker, Jr., Henry S. Baker, John T. Berry, Edward D. Bieri, Jr., Maynard G. Bittle, Charles E. Blackburn, Alfred E. Bockhorst, Lee A. Bosher, Edwin J. Buckley, Kenneth E. Burr, John J. Campbell, Robert L. Carter, Clomer J. Clark, Thomas C. Clemmer, James S. Clifton, H. H. Clonts, Charles G. Clough, Richard D. Cohen, Claude Constance, James G. Coons, Rupert G. Creech, John J. Cristando, Howard D. Davies, Murray Dickerman, James B. Dye, John O. Elwell, R. Luis Fernando Escobar, James M. Estepp, Raymond V. Falcone, Carl E. Fertee, Jr., Paul Fiznick, James D. Floyd, Bernard W. Forrest, Louis Frutt, Robert A. Frechette, John S. Frishman, Elmer S. Geiger, Clarence W. Godwin, Frederick L. Goldberg, Carlos E. Gonzalez, Guy L. Gordon, Odell D. Gray, Carl R. Gregory, Robert L. Gwyn, Jr., Henry T. Hamill, Robert A. Hanson, William M. Harris, Frederick K. Hart, William A. Henry, Gene E. Hoagland, Thomas J. Hovsepian, Shed Hunger, F. W. Hunt, Lowell D. Hutchins, Jr., Earl H. Ivie, Charles O. Jackson, Charles P. Jacobson, Albert S. Johnson, Jr., Robert A. Johnson, Thomas E. Johnson, Jacques M. Kahn, James E. Kaiser, Baxter M. Kavanaugh, Jr., Elias N. Kavouras, Keith V. Keath, Jennings W. Kelly, John J. Kennedy, Clifford H. Kern, Harold C. Kinsey, John F. Kokoszka, Jack D. Lane, Floyd H. Lapp, James B. Latta, Henry Leitner, Mortimer Lesser, Gordon W. Lewis, Frederick Loeb, Hugh W. Mappin, Frank A. Marshall, Austin Mason, Floyd A. McComb, Jr., Joseph McCoinville, James B. McKeown, Douglas T. McPeters, David G. Melnikow, David J. Melton, Pete J. Merendino, Lawrence Meshover, Lieut. Sumner T. Mitchell, George J. Molinaro, James O. Morse, L. P. Mosier, Laurie Moskowitz, Robert H. Myers, Hyland R. Nelson, Charles J. Novaroli, Gordon H. Olen, Harry E. Olive, Jr., John R. O'Neil, Robert A. Orr, Joseph A. Pell, Harold J. Peterson, Donald L. Pierce, R. H. Parrott, Charles L. Pirtle, Arthur Platkin, Francis M. Poss, Jr., Walter C. Powell, Lloyd E. Pragin, Tommy Reedy, John L. Richardson, Jack Ricketts, George W. Rider, Jack Roby, Edwin G. Ross, Kirk W. Scarcliff, Edwin M. Schmidt, Anthony Schweitzer, Elmer L. Sellers, Chris E. Simpson, Bobby L. Sloey, Verlyn L. Sidor, Leonard Silverman, Bernard E. Singer, Julius Sklarsky, Sol Slepak, Stanley L. Smith, James R. Sparyres, Ralph Stein, Odell H. Stevens, Donald W. Svenkeson, William P. Terry, Harry J. Thompson, John R. Thompson, Anthony J. Tonko, Ollie A. Trice, Kenneth L. Underwood, Richard M. Utes, Joseph H. Vandegriff, Sam L. Vann, Jr., Edmond L. Van Weit, William N. Vaughan, Charles K. Wood, Howard R. Weeks, William Weidner, John R. Welch, William R. Wellert, Wendle D. Wheeler, Beryl M. Whitehead, Lyle H. Williams, Harry H. Wolfe, Guy H. Zinn

It's on the Level Mr. Cleaner!

It's a NEW Kind of station Wagon!



Three minutes from beauty to duty!

Nearly 9½ feet of level loading space! Fine car luxury and comfort for 8!

Ford's "Country Squire" leads a double life. And that makes it the ideal car for you. With its style, luxury, roominess and comfort, it's a smart fact for family use. (That prestige is good for business, too.) In less than 3 minutes you can convert this beauty to the duty of a pickup or panel delivery! With its slick new "Stowaway" center seat, you get a *one-level* flat floor nearly 9½ feet long to end of tailgate. And take your choice—V-8 or Six. With all its exclusive features the "Country Squire" still sports an economy price tag!

The new FORD "Country Squire" STATION WAGON

Easy removal of rear seat, without use of tools, starts conversion to more flat carrying area than any other station wagon in its class.

New "Stowaway" center seat completes the "Flat Deck" loading platform for fast, compact loading.

With the "Level-Loading" tailgate down, there's 38.8 square feet of flat deck, which handles half a ton of freight with ease.

FOR ADDITIONAL INFORMATION ON THIS NEW KIND OF STATION WAGON, SEE YOUR FORD DEALER!

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course. The highest scholastic average was made by Donald Svenkeson of Winterhaven, Florida, whose name will be engraved on the 60th Class Scholarship Trophy.

John Gray (right) presents scholarship award to Donald Svenkeson

Officers of the 74th Class were: president, Beryl M. Whitehead, Topeka, Kans.; vice presidents, Charles E. Blackburn, Porterville, Calif., Robert A. Hansen, Seattle, Wash., and Bernard E. Singer, Santa Monica, Calif.; secretary, Wendle D. Wheeler, Washington, D. C., and treasurer, William A. Henry, Plymouth, Mich. The class presented the Institute with a cash gift to be used to buy athletic equipment for future students.

* *

Activities of Speakers: A three-day drycleaning clinic held June 9 to 11 at the University of New Mexico was attended by about 65 drycleaners. NICD staff members who conducted the courses were John P. Gray, director of education, on spotting theory; Charles B. Truxal, drycleaning; John Ireland, spotting practice; Robert Mygatt, wetcleaning. The clinic was sponsored by the Albuquerque Dry Cleaning Association, of which Bernard Spivey is president.

Mr. Gray was the featured speaker at a joint meeting of the retail merchants and the Chamber of Commerce in Albuquerque on June 8. He discussed garment and fabric performance during consumer use and in drycleaning.

During the 24th Annual Rural Women's Short Course held at the University of Maryland on June 21, Dr. William A. Endriss, NICD research associate in rug cleaning, spoke to about 150 women on "Points in the Care and Selection of Rugs and Carpets."

CONVENTION IN FLORIDA

Agee Elected President by Joint Association at St. Petersburg

MEETING at St. Petersburg on June 9-11, members of the Florida Institute of Laundering and Cleaning chose B. F. Agee of Tampa to head the group for the coming year. John H. Monahan of Ft. Lauderdale was chosen vice president and Robert Ashford of Tampa was appointed secretary-treasurer. New directors are Russell Knightly, St. Petersburg; W. J. Strahan, Jacksonville; H. E. Godwin, Pensacola; Gus Lancaster, Coral Gables; Ed Mathis, Orlando; Bernard Joseph, Hollywood, and Warren Wiltshire, Ft. Myers.

The use of modern cost-accounting methods was advised by J. B. Wilson, drycleaning and laundry accountant of Atlanta, Ga., in his talk on price cutting. Discussing sales training, Lester E. Francis of Emery Industries urged emphasis on quality and service instead of price considerations. W. E. Mercer of the American Institute of Laundering also spoke on selling recommending direct-mail promotion to supplement route sales. The Procter & Gamble film on detergents, "Leave Less to Luck," was shown by Don Tuttle of that company.

In addition to the keynote address by John B. Turner of Orange State Oil Company, Miami, the convention was addressed by George L. Sexton of St. Petersburg, founder of the Florida Public Affairs Council, and Dr. J. E. Dovell of the University of Florida. Both speakers made a strong plea for revision of the state constitution.

The convention committee, consisting of Russell Knightly, chairman, B. F. Agee, Ben Darby, H. F. Milton, Mike Neher and Ed Schiller, also provided a full entertainment program which included a golf tournament, a "motorcade" tour and the annual dinner-dance. * *

Officers of the Florida Institute of Laundering and Cleaning. Left to right: Gus Lancaster, Coral Gables, district 4; W. J. Strahan, Jacksonville, district 2; John H. Monahan, Ft. Lauderdale, vice president; R. C. Drew, outgoing president; William F. Agee, new president; Ed Mathis, Orlando, district 5; and Russell Knightly, St. Petersburg, district 1. Not present for photo were H. E. Godwin, Pensacola, district 3; Bernard Joseph, Hollywood, district 6 (East Coast); and Warren Wiltshire, Ft. Myers, district 6 (West Coast).

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TO BIGGER PROFITS WHEN IT'S TIME FOR "BACK TO SCHOOL"

Be prepared for the big "school days" increase in business. Let Solvink lead the way to higher profits for you.

SOLVINK goes to work immediately on ink, rust, paint and blood stains.
No waiting. Nothing to dissolve. There's a bigger margin of profit for you when you use this quick-working spotter.

½ pint set of Solvink—2 solutions—$2.25

Try These Other Three Spotters, in Addition to Solvink, for Extra School Days Profits

GREENZYME

For removing albumin stains, board or bath. "All that a Digester Should Be." **$3.95** in case lots

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For removing tannin stains—½ pint set—2 solutions—**$2.25**

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For removing iodine stains—½ pint set—**$1.15**

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Whether you deliver dry-wash or dry-cleaning...

NEW INTERNATIONALS

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You get exactly the right delivery truck for your job when you get a new International Truck with Metro body.

The 6 new models in the complete new Metro line range in GVW from 5,400 to 10,000 pounds. Payload capacities are 235, 292, and 375 cubic feet.

Every Metro body is specialized throughout for faster, easier delivery. Every International chassis is HEAVY-DUTY ENGINEERED for lower operating and maintenance costs, longer truck life.

If you want to save yourself money, get all the facts now. Call or visit your nearest International Truck Dealer or Branch.

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Adjusta-Form
STEAM-AIR FINISHER
RARELY ADVERTISED HERE

PLANTS THAT BUY 'EM...

Keep 'em!

Many plant owners, hearing about the Adjusta-Form from other dry cleaners, ask "How about picking up a good used one?" Sorry, seems there are no used Adjusta-Forms on the market. Adjusta-Form is too good to trade off.

FAST PRODUCTION

It's only natural you can't find an Adjusta-Form on the Used Equipment Market. No smart plant operator is going to part with the fastest finishing machine on the market. Remember—the Adjusta-Form handles a mixed run of suit coats, long coats, short jackets, skirts and dresses . . . without changing the form. When the garment is locked on the form all controls are readily accessible outside of the garment.

TOPS IN QUALITY FINISHING

Adjusta-Form owners know even the most inexperienced operator cannot shine a garment or bring about seam or pocket impressions. The nap is raised instead of being pressed down. The garment approaches the appearance of NEWNESS, for the original drape and shape has been restored.

A DEMONSTRATION IS CONVINCING

Ask the Adjusta-Form jobber to give you a demonstration, without any obligation on your part. Compare it with other air forms and you will never be satisfied with anything less than the Adjusta-Form.

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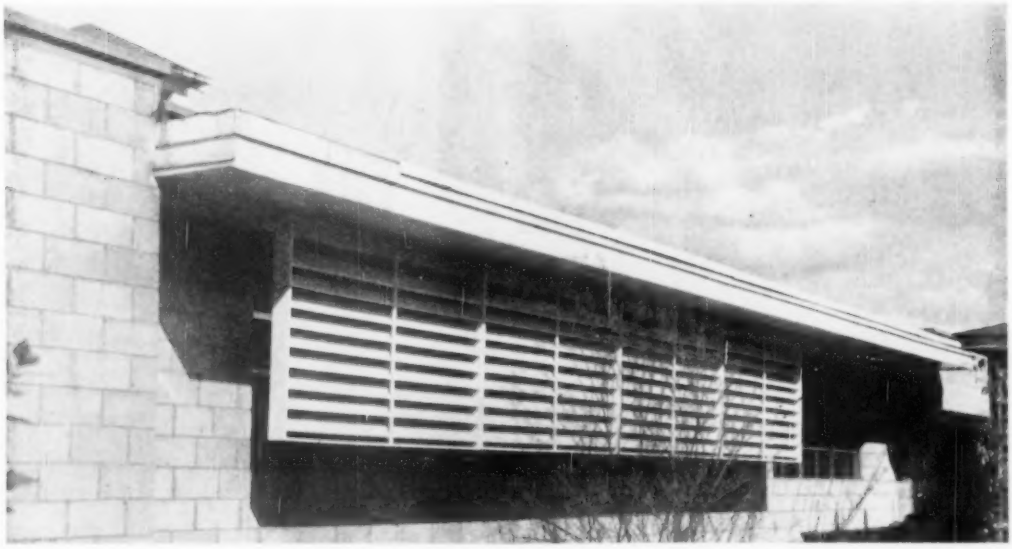
New plant of Stanton Cleaners is 58 feet across front, extends back 104 feet; garage and loading dock at rear. Paved drive-in lanes hold 12 to 13 cars. L-shaped 4-foot canopy over angled entrance extends over inner lane. Neon bear on vault (left) blinks on and off all night

A PROFITABLE MOVE

New Drive-in Plant Increases Volume of Established Drycleaner Over 25 Percent

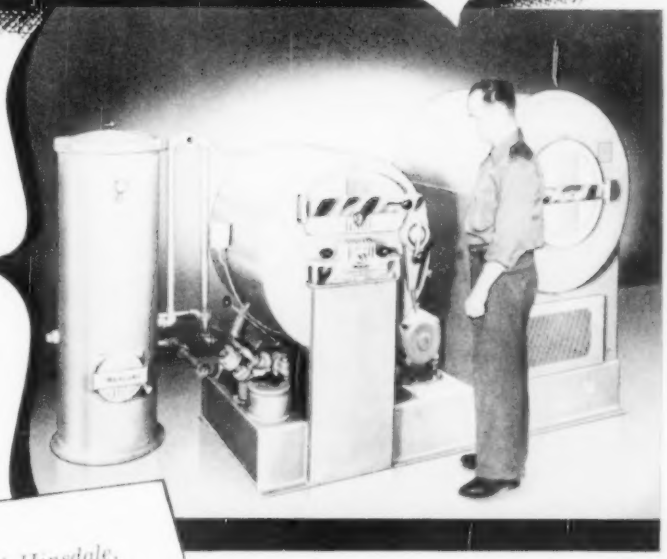
FOR several years Clyde B. Stanton wondered whether he should give up his downtown location to build a drive-in plant in a residential section. After he finally took the step, the results made him wish he had not taken so long to make up his mind. During the first year at the new location volume increased over 25 percent with cash-and-carry accounting for half the business.

The new drive-in of Stanton Cleaners has a corner location on a main street leading to downtown Walla Walla, Washington. The accompanying photographs show some of the features of the new drive-in.



Each side of finishing room has 48 feet of 48 inch windows. On west side of plant sun visors of louvre type are installed, made in four 7 foot sections with 8 inch slats. Battery of louvered shades keeps out sun's glare, allows full benefit of west wind. Another ventilation feature is vent pulley from windwhip to roof. All vacuum, steam and return lines are under floor in tunnels. (More photographs on page 94)

"I'm independent ... and make more money with MERCURY" *



Mercury, the Modern Petroleum Drycleaning Unit! U. L. listed! Washer-Extractor, Tumbler, 1000 GPH Filter, Pump and Storage Tank in one complete system.

Only

$2595

f. o. b. factory

* *Karl Hofmeister, of Hinsdale, Illinois, says:* "When figuring the cost of sending my cleaning to a wholesaler, I found that **one week's cleaning bill would pay for one month's payment** on a Mercury Drycleaning Unit. So I bought a Mercury. **The profits that formerly went to the wholesaler have paid for my Mercury in 2 years.** And the Mercury has solved two very big problems — prompt service and control of quality."

GET THESE PLUS ADVANTAGES WITH MERCURY

- Up to $1000.00 weekly volume
- Uses safe, low cost 140° F. petroleum solvent
- Cleans and extracts in same cylinder — operator never handles wet garments
- Easy to operate
- Requires only 5 x 10 foot space

OVER 2800 SUCCESSFUL MERCURY OWNERS IN 48 STATES

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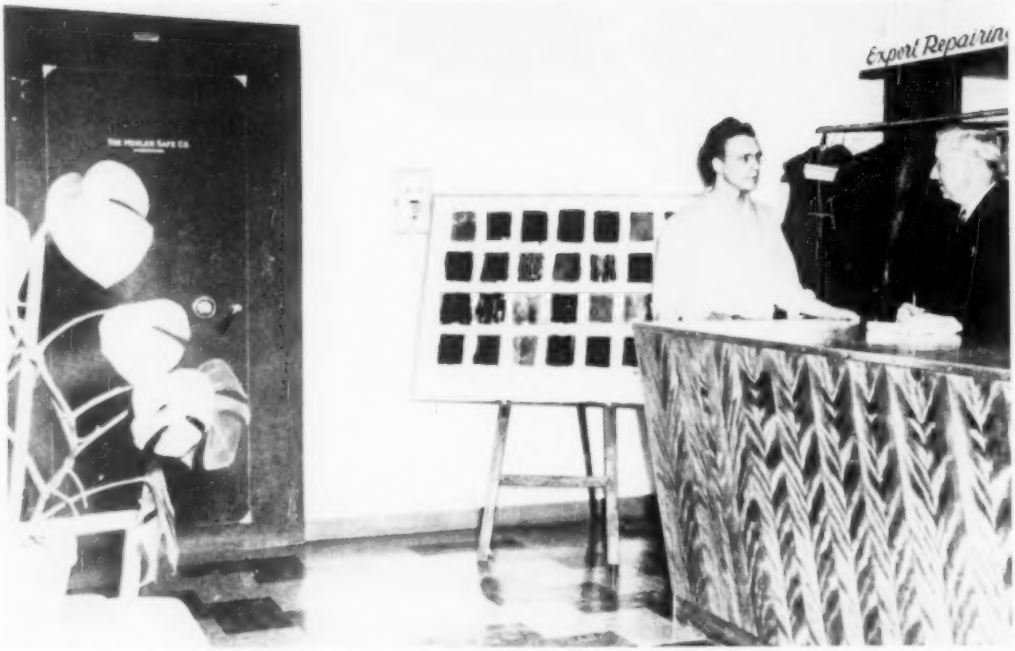
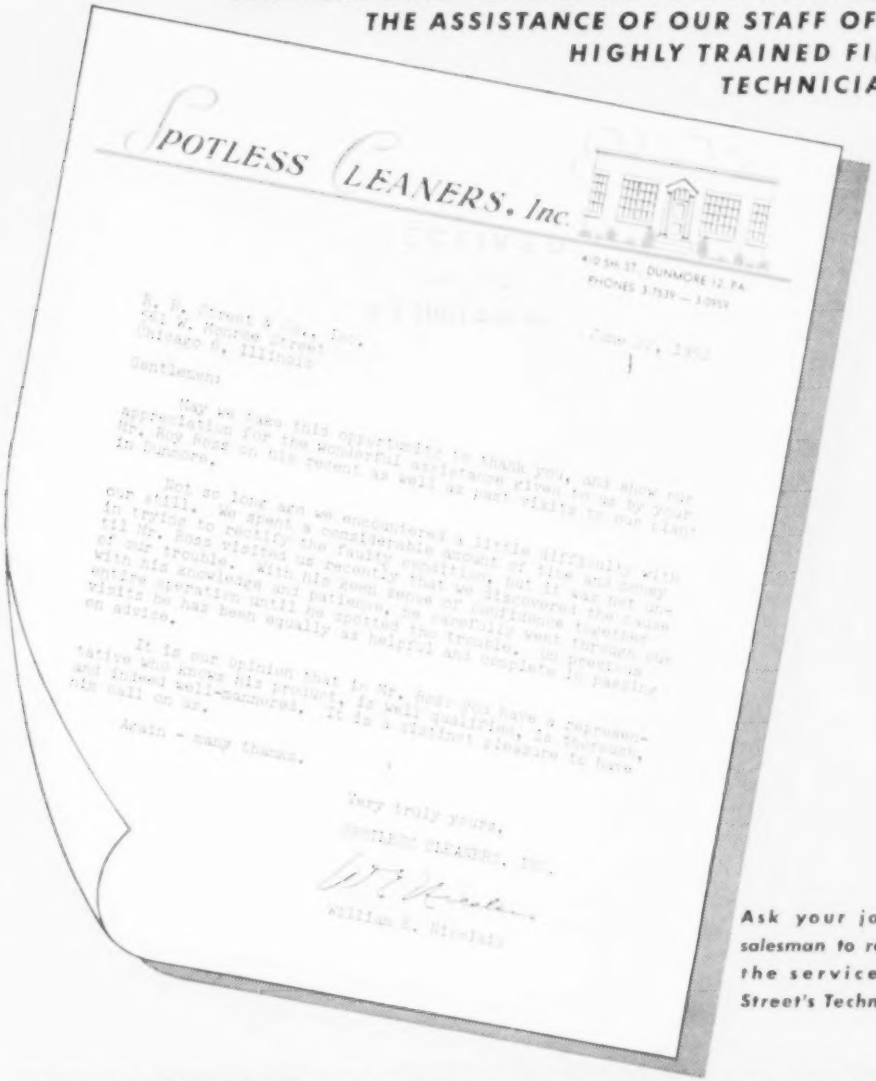


(Continued from page 92) Business was founded by Clyde B. Stanton (right), who recently retired and sold it to son Howard (left), formerly production manager. Fixtures are curly red birch, counter top marble-design plastic. Note 7-inch recessed foot space at counter bottom. Counter extends 12 feet across store, angles back 9 feet. Floor is inlaid linoleum. Door opens to 20-by-30 foot vault with 3,100-coat capacity

Below: Back partition separates garment storage from store and office, with glass wall between storage and finishing. Rail coming in through double swinging doors from assembly is hung out 15 inches from storage-room partition. Counter girls step through doors to storage rails without losing sight of store. Note marker (rear) and two bookkeepers have full view, can fill in at counter, saving one full-time employee

STREET'S FREE TECHNICAL SERVICE IS AS NEAR AS YOUR TELEPHONE

CLEANERS EVERYWHERE ARE BENEFITING FROM THE ASSISTANCE OF OUR STAFF OF 30 HIGHLY TRAINED FIELD TECHNICIANS



SPOTLESS CLEANERS, Inc.

410 5th ST. DUNMORE 12, PA.
PHONES 3-7539 — 3-0959

R. R. Street & Co., Inc.
561 W. Monroe Street
Chicago 6, Illinois

June 27, 1950

Gentlemen:

May we take this opportunity to thank you, and show our appreciation for the wonderful assistance given us by your Mr. Roy Ross on his recent as well as past visits to our plant in Dunmore.

Not so long ago we encountered a little difficulty with our still. We spent a considerable amount of time and money in trying to rectify the faulty condition, but it was not until Mr. Ross visited us recently that we discovered the cause of our trouble. With his keen sense of observation together with his knowledge and patience, he carefully went through our entire operation until he spotted the trouble. On previous visits he has been equally as helpful and complete in passing on advice.

It is our opinion that in Mr. Ross you have a representative who knows his product, is well qualified, is courteous, and inspires self-confidence. It is a distinct pleasure to have him call on us.

Again - many thanks.

Very truly yours,
Spotless Cleaners, Inc.

W. R. Kessler

Wilkes-Barre, Pennsylvania

Ask your jobber salesman to request the service of a Street's Technician.

THIS NATIONWIDE SERVICE IS AT YOUR COMMAND TO INSURE MORE EFFICIENT OPERATIONS IN YOUR PLANT

R. R. STREET & CO., INC.

561 West Monroe St., Chicago 6 *Industrial Chemists* SINCE 1876

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DON'T LET DRIPS RUIN GARMENTS

. . . Use Hopkins EXHAUSTO JET STEAM CHASER

The Hopkins Exhausto-Jet Canopy prevents condensation of steam on ceiling and eliminates the hazard of moisture dropping back on finished garments.

Excess steam from equipment is immediately exhausted to the outside. A powerful blower draws the steam in and expels it.

Exhausto-Jets can be installed easily, in any position over steam equipment anywhere in the plant. By adding straight pipe sections the canopy can be extended or lowered any degree.

Protect your work, protect your workers. Install Exhausto-Jet Steam Chasers over all steam equipment. See your nearest equipment jobber or write direct to . . .

A "MASTER" Alfred Hopkins ENGINEERED PRODUCT

HOPKINS EQUIPMENT COMPANY • HATFIELD, PA.

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THE ADVANTAGES OF THE

MARTIN 25-POUNDER

OPEN END CYLINDER...easy loading and unloading.

NO PARTITIONS...no weighing in or dividing load.

SHORT CYCLE...quick reclamation and drying.

COMPLETELY AUTOMATIC...operator only loads and unloads garments when dry.

COMPACT...small floor space required.

PATENTED VIBRATION CONTROL...eliminates vibration ...no special foundations or bolting.

In addition **MARTINIZING** gives you all these added advantages: Advanced drycleaning methods of drycleaning, engineering and service, production and quality control, accounting and auditing, **MARTINIZING** sales promotion and advertising, and personnel training.

***COMPARE** then write to have a Martin representative give you "a see for yourself demonstration."*

Other Machines up to 50 lbs. Capacity

Martin EQUIPMENT CORPORATION, 789 HERTEL AVE., BUFFALO, N. Y.

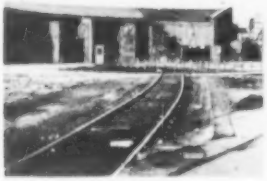
SAVE *better than a $1000 a month*

SAVE LABOR — SAVE FUEL — SAVE COSTLY MAINTENANCE

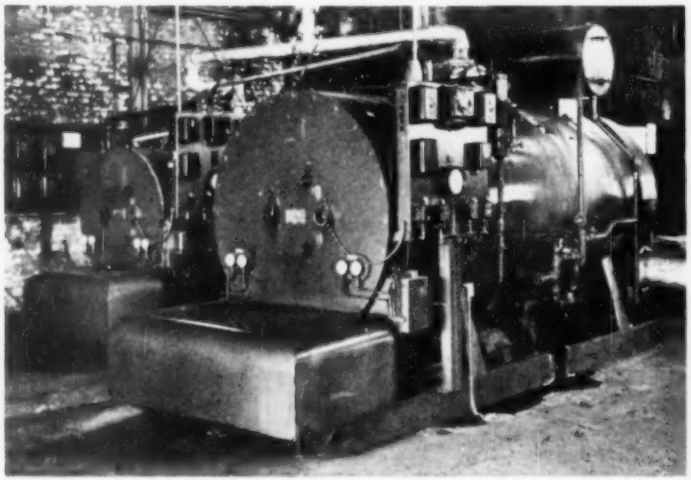
Actual case histories of two Steam-Pak installations at the Monon Railroad, Indianapolis and Lafayette.

HOW MUCH CAN YOU SAVE

BY INSTALLING A STEAM-PAK GENERATOR



Buildings at Monon Railroad Round House requiring steam from the York Shipley boiler illustrated at right.



Monon Railroad has made labor savings of more than $1,000 per month on the York-Shipley self-contained Steam-Pak boiler units at Indianapolis and Lafayette, Indiana. Pictures above show installation at Indianapolis.

Steam-Pak Generators are built in capacities from 15 H.P. up, for low or high pressure steam or hot water, for light or heavy oil, combination gas and oil, or straight gas.

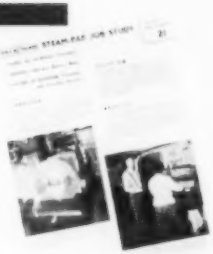
Can you save money with a Steam-Pak? There is one way to find out . . . ask a Qualified Heating Engineer. Your York-Shipley Distributors are thoroughly qualified to analyze your problem and determine savings. See your nearest York-Shipley Distributor or write, wire or phone.

YORK-SHIPLEY

INDUSTRIAL DIVISION

820 Jessop Place, York, Penna. Phone: 7861

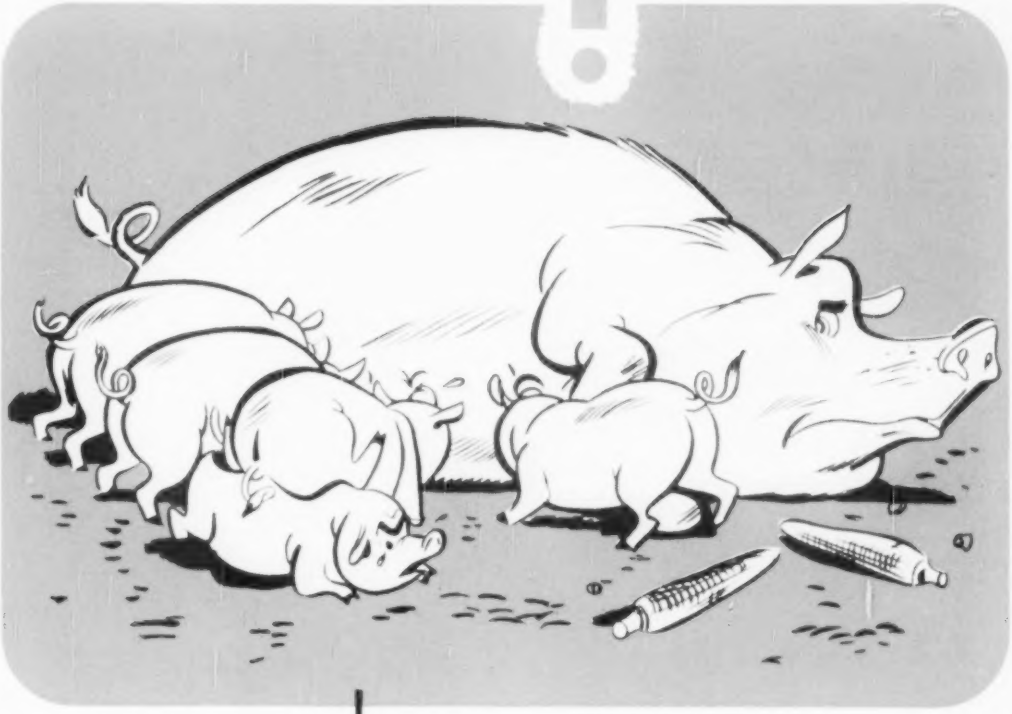
INDUSTRIAL DIVISION — RESIDENTIAL DIVISION



Write for Case Histories on how others save money

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Production ? Problems



DC FILTROL
FIRST CHOICE BECAUSE

1. *It entirely replaces filter-aid powders by fulfilling their job and more too.*
2. *It effectively filters out all dust, road-dirt, lint and other solid material.*
3. *It is easy to handle in convenient fifty-pound bags.*
4. *It shortens tumbling time.*

Clear, water-white solvents with a low acid number may still contain harmful impurities. DC Filtrol* deodorizes petroleum and synthetic solvents thoroughly, adsorbs soil, greases, oils, soap residues, unsaturates and fatty acids, and reduces your spotting to a minimum.

FILTROL CORPORATION

727 West 7th Street, Los Angeles 17, California

PLANTS: Vernon, California and Jackson, Mississippi

More drycleaners use DC Filtrol today than ever before.

DC FILTROL*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Above: Owner Lee Hendrickson of Hendrickson Cleaners, Jerome, Idaho, with button and buckle display. Right: Zenith Cleaners, Abilene, Texas, has fitted store corner with stock cabinets and display cards. Lois Swinson, custom button department manager, checks style with customer

CUSTOM-MADE BUTTONS

Goodwill Sideline Earns Profit, Reduces Damage Claims and Attracts New Accounts

A SIDELINE that builds strong goodwill—at a profit—is the fabrication of buttons, buckles and belts of the customer's material. Two cleaners have recently reported a highly successful experience with the service.

Manager O. D. Smith of Zenith Cleaners, Abilene, Texas, is convinced that many more women are now doing their own dressmaking. His belief is backed up by the number who are coming to the plant for the custom-made buttons. He has found that when Zenith makes the ornaments, it naturally gets the cleaning, and has gained quite a few new accounts from the custom-button department. The service is advertised in small-town papers in the area, bringing in orders from as far as 100 miles away.

Worry about claims caused by damaged buttons and other ornaments prompted Lee Hendrickson of Hendrickson Cleaners, Jerome, Idaho, to launch a similar service. First he got out a two-page chart showing what size and style of buckles and buttons he was equipped to make. The service was advertised through folders, cards in stores in Jerome and nearby towns, and through a newspaper display ad.

Women were asked to bring in a sample of the material which they planned to use, have it tested for cleanability, and order the button and buckle set. Mr. Hendrickson guaranteed that the buttons and buckles made at his plant would dryclean.

Charges on buttons run from 15 to 45 cents each, and on buckles from 45 to 70 cents. A belt to match the buckle costs $1 up.

Since the service was introduced the plant has been averaging 30 orders a week from Jerome and another 30 from accounts in nearby towns. While the business is small it is a profitable one, according to Mr. Hendrickson, and knowing that the buttons and buckles he makes are cleanable has ended a lot of worry.

Hendrickson's chart for custom-made buckles, shades, shows buttons

if you use Carbon Tetrachloride in your synthetic dry cleaning unit, you know the importance of high quality. Stauffer's Carbon Tetrachloride (99.99% pure) is in big demand by leaders in the industry because of its constant high purity and low moisture content.

Stauffer CHEMICALS SINCE 1885

TRY STAUFFER'S COMPANION PRODUCT

ZOL

Specialty Carbon Tetrachloride Base dry cleaning mixture

Stauffer

CHEMICAL COMPANY

420 Lexington Avenue, New York 17, N. Y. • 221 North LaSalle Street, Chicago 1, Illinois • 824 Wilshire Blvd., Los Angeles 14, California • 636 California Street, San Francisco 8, California • 424 Ohio Bldg., Akron 8, Ohio • Apopka, Florida • North Portland, Oregon • Houston 2, Texas • Weslaco, Texas

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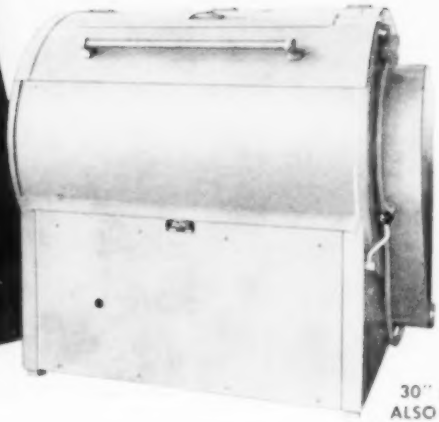
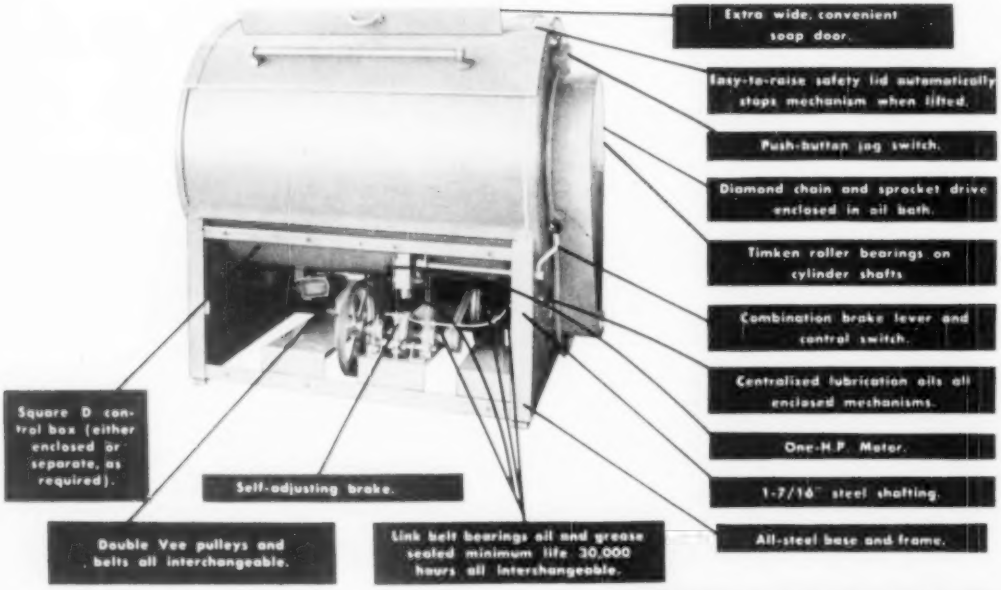
YOU'LL WANT THE AMAZING *New* M-50 BILLINGSLY DRY CLEANER



30" x 42"
ALSO MADE
IN 30" x 32" SIZE

MAKES THE OLD "HEADER GEAR" OBSOLETE

The new streamlined Billingsly M-50 Dry Cleaner is the last word in engineering and design. It occupies DOZ. less floor space than our previous machines of the same capacity. Its many new features of safety and convenience will be welcomed by your employees. Its super-speed, thoroughness and economy will be welcomed by you . . . because it means greater profits and more efficiency! See your Distributor or write today for complete specifications on the two available sizes. The M-50 comes in black enamel for the Dry Cleaner or Stainless Steel for the Laundry.



Manufactured By

Billingsly
MACHINERY COMPANY
4322 MAIN ST. DALLAS, TEXAS

SOLD BY LEADING DISTRIBUTORS

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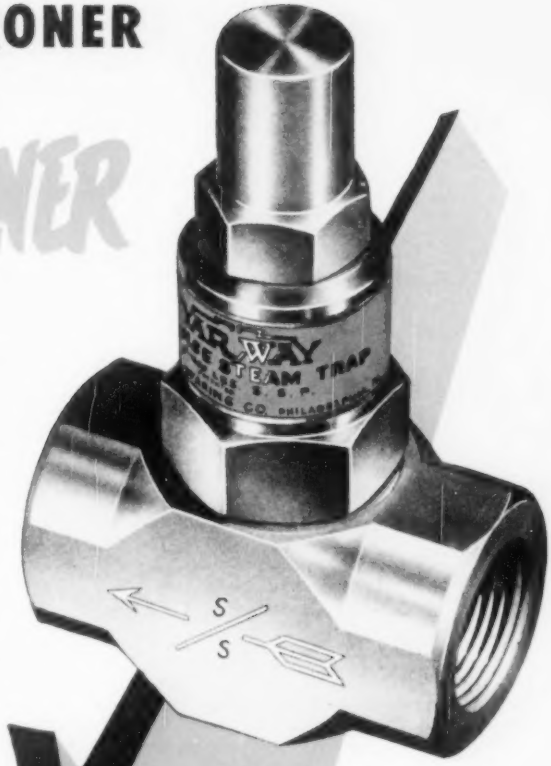
WHY THIS BIG IRONER GETS

HOTTER, SOONER



There are 9 reasons—the 9 Yarway Impulse Steam Traps draining the 8-roll Hoffman installation in the all-Yarway-equipped laundry at Temple University Hospital, Philadelphia. The other Yarways are on tumblers, presses, water heater, etc.

In laundries and cleaning plants—as in all plants using steam equipment—profitable operation depends on equipment getting hot *quickly*, and *keeping continuously* at peak temperature for the full operating period.

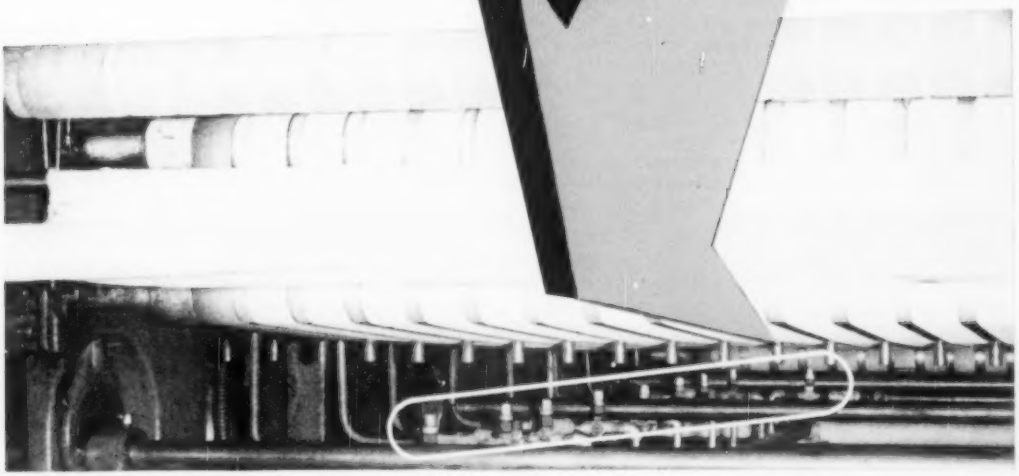
Yarways do this by opening wide during heating-up period to discharge air and condensate *fast*. Then, when peak temperature is reached, the trap discharges heat-retarding condensate as it forms instead of waiting for quantities to accumulate. Result—maximum temperature . . . maximum operating profits!

Other Yarway features—only one moving part (a little valve), low maintenance, easy installation, low cost. More than 650,000 have already been installed.

Yarways are sold by more than 200 distributors in the United States and other countries.

Install a Yarway on free trial in your plant. See your nearest distributor, or write to . . .

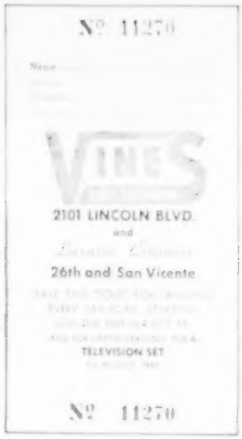
YARNALL-WARING COMPANY
138 Mermaid Avenue, Philadelphia 18, Pa.



Stainless Steel Body

YARWAY IMPULSE STEAM TRAP

When writing to advertisers please mention The NATIONAL CLEANER & DYER



For left: This ad plus word of mouth advertising rebuilt mailing list lost in fire. Left: Ticket stubs were distributed at stores and by mail to all comers

GIVEAWAYS REBUILD PATRONAGE

A DRYCLEANING plant fire may mean not only destruction of building and equipment but the loss of customers who form the habit of using another cleaner during the rebuilding period. That was the experience of M. Vine when his Vines Dry Cleaners at Santa Monica, California, suffered a disastrous fire early in 1949. Most of his customers were lost to the heavy competition in his neighborhood.

However, Mr. Vines reasoned that if he had built up a business in the neighborhood once, he could do it again. As a first and important step he built a new plant with above average eye appeal, on a corner location on a main street which is also a state highway. The attractive building, however, was not enough to regain all of his former customers and for a few weeks after the opening business was not too satisfactory.

The problem was solved one evening when Mr. Vine was listening to a giveaway radio program. Figuring that a similar program could be just as successful for a small business, he immediately got to work on the details. First he arranged with a local appliance dealer to buy prizes at a discount. Next he had his printer work out an inexpensive ticket form.

The program was announced by placing a 4-column, 5-inch ad in the local papers. The ad announced weekly drawings for Mixmasters and bicycles, in which anyone could participate without having to purchase cleaning service. There was also a grand prize of a television set to be awarded at the end of the drawings. Tickets were given out not only at the rebuilt plant but at another cleaning establishment operated by Mr. Vine at the opposite side of town. However, it was not even necessary to come to the stores; entrants could mail in coupons, provided in the ads, and receive ticket stubs by mail.

The program was an immediate success. While some people mailed in the coupons, most of them came in person to drop their stubs in the sealed drawing box. Of the personal callers 75 percent brought garments to be cleaned, although the orders of single blouses, scarves and other small items proved that the real attraction was the free prize offering. Yet Mr. Vine was succeeding in his main objects—people were talking about

New modern plant of Vines Dry Cleaners, Santa Monica, California, was first "rebuilding" step. Giveaways were announced in window

him, he was getting names on his mailing list, and he was bringing traffic into his store.

By the time the six-week program was over and Mr. Vine had given away two Mixmasters, three bicycles and a television set, he had accumulated a list of over 500 names, and volume at the rebuilt plant had increased over 25 percent.

The total cost of the promotion, including prizes, printing and advertising was close to $500. This, Mr. Vine figured, would not be much more than normal advertising expenses for two stores, and not a high price for a single plant to invest in return for the increased volume achieved.

The success of the first drawings, plus inquiries by customers for a similar follow-up, prompted a second giveaway program. For this promotion, however, there were no weekly drawings. Instead, Mr. Vine offered a drawing of an expensive television set after a two-month period of accumulating ticket stubs. The cost for this plan was reduced to about $350.

Without offering the enormous jackpots of a "Stop the Music," Mr. Vine proved that a giveaway program can be equally successful in building up a drycleaning clientele. ■ ■

RUGBY M'CLEAN

Economic Adviser to the Nation's Dry Cleaners

MULTI-CLEAN CARPET AND UPHOLSTERY CLEANING WILL KEEP YOUR PLANT SHOWING A PROFIT THE YEAR AROUND!

CLEAN UP with MULTI-CLEAN!

- There's a *big* potential market for rug and upholstery cleaning—on location or in your plant. 90% of rugs and carpeting never get professional cleaning!
- The Multi-Clean Method is making *extra* profits for others. Get on the bandwagon.
- Your Multi-Clean investment is less than $1,000.
- A trained Multi-Clean representative shows you the way.
- The Multi-Clean Sales Aid Plan helps you get new business.

Multi-Clean Equipment Is the Finest Available

MULTI-CLEAN

2277 Ford Parkway, Dept. 125
St. Paul 1, Minn.

Gentlemen: Send complete information by return mail about the Multi-Clean Method and your Sales Aid Plan.

Name _____

Address _____

City _____ Zone _____ State _____

RIGHT NOW use this coupon!

Rug and Floor Machines • Industrial Vacuums • Custom Cleaning Chemicals • Permanent Floor Finishes

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SAVE 50% IN PRESSING COST

By JACK

PALM BEACH, linens, seersuckers and other washables can be dry cleaned without washing. It is being done. You will save at least 50% in pressing labor, and if you choose, they can be sized in dry cleaning at the same time, producing an outstanding job that will get and hold new customers.

Try this process and prove it for yourself.

1. Pull out pockets and turn pants inside out. (Pockets and waist bands will be cleaner and wrinkles will fall out when tumbled). Another saving in pressing.

2. Load washer NOT MORE THAN ½ FULL WHEN WET, with solvent level below top of garments.

3. Add a mixture of 2 ounces dry cleaning soap, 1 ounce water and 1 ounce water soluble size for each pound of material and run 15 minutes. (Mix the water and size, then add dry cleaning soap and mix thoroughly).

4. Add filter powder and run on filter until clear.

5. Extract lightly and tumble dry.

Most garments will need no further cleaning, but for those with remaining ground-in soil at cuffs and pockets, scour with a mixture of 2 parts dry cleaning soap and 1 part water followed by running again with another load. Some cleaners prefer to spot and scour with the 2 Soap/1 Water mixture before cleaning and run as above.

Just any dry cleaning soap and size won't do. I know Soltex and Rimaco Size will work. They are made by Riverside Mfg. Co., 4919 Connecticut St., St. Louis 9, Mo. who will send you freight prepaid 5 gals. Soltex and 1 case, 4 gals. Rimaco Size on approval, also send a detailed instruction folder containing a lot of other good information.

This is a paid advertisement.

SOLTEX

The All-Purpose, No Pressure, No Odor, Low Cost

DRY CLEANING DETERGENT

- Contains less than 3% water.
- You know how much water you are using.
- Cannot cause filter pressure.
- Contains NO FATTY ACID and cannot cause odor.
- Makes a regular prespotter for 80c to $1.07 per gallon.
- Prespotter is a hemline remover.
- Useable for low cost 1 or 2 gun prespotting.
- Eliminates wet cleaning of reversibles, raincoats and pants.
- Makes it possible to size garments in dry cleaning.
- Always has discharged static electricity when washers are grounded.
- SOLTEX makes a "B. O." remover and blood remover.

LOW PRICES
NO CONTRACTS

	Per gal.
55 gal. drum	$1.20
30 gal. drum	1.30
15 gal. drum	1.40
5 gal. drum	1.60

You can't lose by trying SOLTEX because we'll ship a 5-gallon can freight prepaid on approval.

Or send for the Soltex Folder which gives full details.

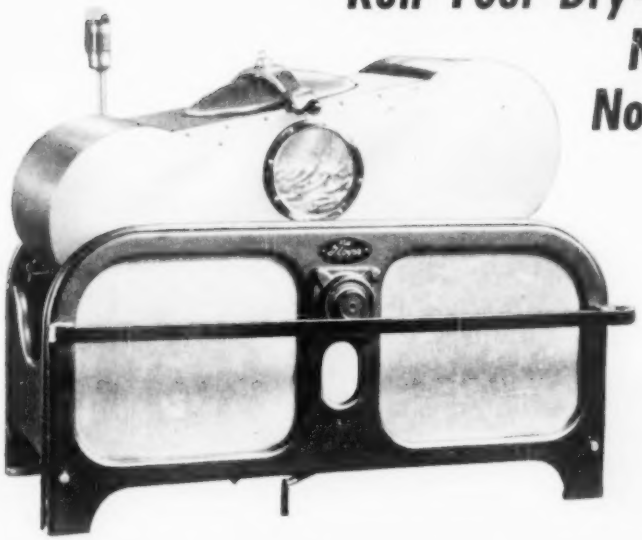
RIVERSIDE MFG. CO.
4919-27 CONNECTICUT ST.
ST. LOUIS 9, MISSOURI
RIVERSIDE
Makers of Good Dry Cleaning Chemical Products Since 1915

When writing to advertisers please mention The NATIONAL CLEANER & DYER

When You ROCK 'em Clean Your PROFITS Are Keen!

Bill Glover
CONTINUOUS AGITATION
ROCKER WASHER

Run Your Dry-Cleaning Faster... No Drop, No Damage No Shrinkage, No Felting



A NEW ACHIEVEMENT IN DYEING TOO

The Shell-less, ROCKER TYPE Oscillating Washer

CAPACITY: 40 and 60 LBS. — DRY. The 40 lb. washer is available with dividing partition that makes it a family bundle model with two 20 lb. compartments. Superior for wet cleaning and dyeing. Alternate one to the other if you wish, no time lost cleaning tub!

Sweeping across the country, astounding plant-owners with its speed and safety . . . that's the sensational Bill Glover Rocker Washer! No drop to cause damage. No lost time stopping and reversing . . . continuous agitation at all times.

Shell-less . . . All fluid is in constant use. Dirt flow is down through the load and out in direct gravity flow. No channeling . . . all solvent enters the washer through the spray nozzles, must pass through the clothes to leave the machine. FASTEST RINSING WASHER EVER BUILT.

So bring on your TOUGH jobs as well as your fragiles. Nothing like it for drycleaning.

It is truly an entirely different and FAR SUPERIOR method. Built for rugged service. All-enclosed gear drive operates in oil bath. Fewer working parts.

See your jobber now . . . today. There are profits ahead for you in the Bill Glover Rocker Washer!

Bill Glover
INCORPORATED
5204 TRUMAN ROAD, KANSAS CITY 1, MO.

CLEANERS IN COURT

by A. L. H. STREET

Accidents to Business Visitors

WHERE a cleaner's patron is invited into a garment-storage room back of a store to pick out garments, will the cleaner be liable for injury to the patron caused by a defective condition of the premises—assuming, of course, that the patron used due care for her own safety?

Yes, decided the Massachusetts Supreme Judicial Court in a case that arose recently in Worcester, and it is likely that almost any court would reach the same conclusion. But much depends upon the facts of each particular case, especially whether the accident is traceable to the injured person's own carelessness in failing to observe the danger.

In this case (Giacomuzzi v. Klein, 88 N. E. 2d 548) the plaintiffs, husband and wife, sued the defendant, a dryccleaner, for injuries sustained when the wife fell through a basement trap door that had been left open. As she did not have the garment check that had been issued to her, the patron was asked to go with a clerk to the back room to pick out the garment. As the clerk looked over one rack, the patron walked toward another and fell through the trap door.

The trial judge thought that the plaintiffs had failed to show that the cleaner's neglect was the cause of the woman's injuries and ordered the suit dismissed. But on appeal the Supreme Court ordered the case retried, concluding that on the evidence produced a jury could find that the defendant's fault was the prime cause of the accident. Here is the gist of the opinion:

The defendant owed to his calling patrons the duty either to see that the part of the premises to which the patron was invited was reasonably safe or to warn her of any existing danger.

The principal question was whether the woman roamed over more of the room than the clerk's invitation permitted. Apparently, there was no reason why the plaintiff should suppose that "she was restricted in her movements to any particular part of the relatively small back room where the clothes were hung." (The room was about 16 by 20 feet.)

"The jury could find that while the opening was obvious to one who might look at the floor it was somewhat concealed by the clothes hanging on the racks."

Legal Status of Routeman

A DRIVER served several Atlanta cleaning and laundry companies jointly on a rural route. He had delivered a laundry bundle and returned to his truck parked beside the road to get a parcel of cleaned garments when he was struck and fatally injured by a car driven by a drunken man. Whether the widow was entitled to an award under the Georgia Workmen's Compensation Act against both companies turned upon the question of whether he was an independent contractor, in which case no award was proper, or whether he was an employee, in which case one was proper.

The Georgia Workmen's Compensation Board, a Superior Court and the Georgia Court of Appeals successively decided that an employment relationship existed and that an award was proper.

It was unsuccessfully argued on behalf of the companies and their insurers that because the driver owned the truck he used and worked on commission he was an independent contractor. But the Court of Appeals stressed the facts that the truck bore the names of the cleaning and laundry companies, that the companies fixed the charges made to patrons for service, and that the driver was under much the same control as to whom he should call upon as if he were a salaried employee. (Aetna Casualty & Surety Co. v. Daniel, 55 S. E. 2d 854.)

Cleaning Fluid in Whisky Bottles

THE management of a cleaning and dyeing firm disapproved intemperance of employees, but permitted drinking on the premises on occasions when employees were not working. Whisky bottles were used as containers for poisonous cleaning fluids.

The day before Christmas, a spotter mistook one of the bottles of cleaning fluid for a bottle of whisky. His widow filed a claim against the firm under the California Workmen's Compensation Act. The State Industrial Accident Commission and the District Court of Appeal decided that she was entitled to an award on a theory that drinking whisky on the premises was contemplated by the employers and that the spotter's death arose out of and in the course of his employment.

There was conflicting testimony which raised some question as to whether the drinking occurred at a Christmas party sponsored by the employers or whether it was a case of merely permitting the employees to drink on the premises when not working. But the District Court of Appeals seems to have been strongly influenced by the "relationship between the spotter's drinking the fatal dose and the practice in the plant of keeping poisonous fluids in whisky bottles and similar bottles, for the use of spotters in the course of their work. It may not be doubted that this business practice was peculiarly hazardous to an employee who was accustomed to drinking whisky from bottles." (Satchell v. Industrial Accident Commission, 210 Pac. 2d 867.)

Important Decision on Redeliveries

WHEN there is no doubt that a cleaner has received a garment or that it was not returned to the customer from whom it was received, can the cleaner successfully defend a suit to collect the value of the garment by merely proving a general system of handling garments claimed to render it impossible or improbable for a garment to be lost?

No, says the Minnesota Supreme Court, in a very recently decided case that arose in St. Paul. (Murphy v. Co-Operative Laundry Co., 41 N. W. 2d 261.)

A customer sued for the value of a dress delivered to the drycleaner for cleaning. The Municipal Court in St. Paul awarded judgment in favor of the customer and the Supreme Court approved the decision, on the ground that it was up to the defendant to prove some good reason for not returning the dress and that he had failed to offer such proof.

The routeman admitted receiving a bundle of clothing which he tied and to which he attached the customer's name, without listing the articles. The office manager explained how garments were handled to guard against loss and produced tickets listing garments belonging to the plaintiff, made out when the bundle reached the plant. The tickets did not show the dress, but the courts decided that the evidence proved that the dress was actually received and was not returned. The Supreme Court concluded that the company automatically rendered itself liable by failing to show that the loss did not result from its fault.

check these 4 great advantages of this National Register

✓ **1. Protects your customers**—This modern "Class 200" National Cash Register provides customer confidence on every sale—cash or charge. It shows your customer the price charged for each item. Then it adds the amounts mechanically and shows the total. This speeds service and prevents mistakes in prices and addition.

✓ **2. Protects you**—This modern SALES register prints a record of every transaction and gives you control of the money to be accounted for. It acts as a "clearing house," providing you with the vital figures you need about your daily business. It also protects these records under lock and key.

✓ **3. Saves bookkeeping time**—This register automatically distributes the amounts recorded into separate columns on a detailed audit-strip. You can classify your sales by departments, or by salespeople. You can record tax amounts separate from sales. You can also record sales-slip numbers, quantities, weights, sizes, brands, stock numbers, code numbers, etc., on any transaction...a valuable aid in inventory control.

✓ **4. Speeds figure work**—Built inside this register is an adding mechanism that will speed your daily figure work and eliminate mistakes in addition. You can use this feature for miscellaneous addition at any time during the day, without disturbing the cash register records.

See for yourself how these four great advantages—plus the many other features of the National "Class 200"—will increase your profit and decrease your chances for loss. This National register will quickly pay its cost . . . and then go on for years making money for you! See it at your nearest National Cash Register Company office.

National
CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Coming

THE OUTSTANDING
LAUNDRY PUBLICATION
OF THE YEAR

GUIDEBOOK OF THE *LAUNDRY INDUSTRY*

Combining:

1. *EDITORIAL FEATURE SECTION:*

A Guide to Training Laundry Routemen.

2. *OPERATING GUIDE:*

Charts, graphs and tabulated information covering all phases of laundry plant operation and production. Basic textbook information in a handy reference form, useful day-in day-out to all plant executives.

3. *BUYERS' GUIDE:*

CLASSIFIED DIRECTORY, listing in a single section all kinds of laundry equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the laundry industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

in September

HOW TO MAKE SALESMEN OUT OF ROUTEMEN

- **Basic training for the new man.**
- **Training for selling family laundry service.**
- **Training for selling specialties—dry-cleaning, household, blankets and other special services.**
- **Training in effective use of sales aids and presentations.**
- **Retraining for sustained selling.**
- **Training in organization of time and effort.**
- **Individual training in the field—observation, coaching and demonstration.**

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

4. *AND A.I.L. CONVENTION GUIDE:*

full details of program and exhibit plans for annual convention of American Institute of Laundering, to be held in Boston, Mass., October 7-9.

STARCHROOM LAUNDRY JOURNAL

20 N. Wacker Drive
Chicago 6, Ill.

304 East 45th Street
New York 17, New York

1175 Woodbury Road
Pasadena 6, California

Proprietor C. Van Dorn (left) of the East Side Rug and Furniture Cleaners, Portland, Oregon, explains to visiting group operation of rub-scrubbing machine as operator carries on usual routine

TOURS SELL RUG CLEANING

Group Visits and Direct-Mail Follow-up Reach Scarcely Tapped Northwest Market

RUG and furniture cleaning has to be sold in his section of the country, according to C. Van Dorn, owner of East Side Rug and Furniture Cleaners of Portland, Oregon. The one sure-fire advertising method for this type of business, in his experience, is promotion by plant visits. He conducts eight group visits a month through the East Side plant.

Mr. Van Dorn pays clubs, church and similar organizations 25 cents per person for the one-hour visit. The groups average 40, although some group leaders have brought double that number. Besides the per-head price, two door prizes are given. As each visitor registers at the plant store he is given a number, and at the end of the trip there is a drawing. The first winner receives a free davenport and chair cleaning, the second prize is free cleaning of a 9-by-12 domestic rug.

The payment of 25 cents per visitor averages just over $12 for a group. The retail price on the two door prizes is approximately $20. Figuring actual cost at $10, this gives a total cost of $22 for each group visit.

That seems like a pretty stiff advertising and promotion bill for one kind of advertising but not when Mr. Van Dorn explains it in dollar results. The plant has kept an accurate record of direct results in business from these tours. Out of 100 people who go through the plant in club groups, within 90 days East Side receives 21 rug and furniture cleaning orders. In the second 90-day period after the trip it receives 9½ orders, making 30½ orders.

On 100 orders which came as direct results of plant trips, 62 went to the rug department and 38 to the furniture department. In dollar sales each of these rug orders averaged the price of about two 9-by-12 domestics, or $8.66. The 38 furniture orders averaged just over $21 per order. Moreover, the firm is still getting business from these same people and will continue to get it.

Mr. Van Dorn holds jar containing slips with names and numbers of registered visitors while little guest draws for first and second prizes

Follow-up Promotion

The day after each plant visit a letter is sent to every name listed at the office when the group checked in. East Side maintains an up-to-date direct-mail list of the city divided by areas. Immediately after a club visit it sends out 150 letters to names selected in that particular club's area. This makes a mailing of around 100 visitor letters and 300 area letters a week. The plant is getting calls or orders on about 6 percent of these area letters.

Following is an excerpt from a typical East Side mailing:

> This winter has been the longest winter we have known in the history of Oregon.
>
> The effects of heavily smoked furnaces have been extremely injurious to home furnishings. Not only smoke and soot, but tracked-in dirt will have a damaging effect on rugs.
>
> Rugs and carpets are worn out by the sand and grit deposited in them through daily living.
>
> Our large beater removes all traces of surface and embedded grit. Then our gentle shampooing method restores the color.

The letter concludes with a plug for mothproofing and flameproofing treatments, and also describes the company's services in cutting, binding, serging, replacing fringe on rugs, dyeing of rugs and upholstered furniture, and on-location carpet cleaning.

"In this section of the country people are not rug and furniture cleaning minded," explained Mr. Van Dorn. "They have to be sold. But because there has

Now — NEW

Instant calgon

Now you can get Calgon in a new, convenient to use granular form. Just add to the wash wheel —no solution necessary. New, free flowing, *Instant* Calgon dissolves fast and completely at any washing temperature.

New *Instant* Calgon gives you the same quality results as the Calgon* that has been used for years . . . eliminates washing film, makes everything in your washing formula work better—soap, alkali, bleach, and starch.

Your distributor has *Instant* Calgon—for use in dry form— in 25 lb. drums and 100 lb. bags. Regular Calgon—for use in solution—in 100 lb. bags. Call him today or write Calgon, Inc., Hagan Building, Pittsburgh 30, Pennsylvania.

*T. M. Reg. U. S. Pat. Off.

For easier

- ★ LAUNDERING
- ★ WET CLEANING
- ★ RUG AND UPHOLSTERY SHAMPOOING
- ★ SPECIALTY LAUNDERING

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

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been little done in the field, once they are sold response is good.

"We get far better results from letters when they go into an immediate area from which we have just had a club visit. This we believe is because we get a lot of 'over-the-back-fence' advertising immediately after each club visit. This is why we strike with our direct-mail letter immediately after a club visit and in the club area."

Newspaper advertising is limited to shopping papers which are mailed to one certain area. These ads average 2 column, 6 inches, and cost $12 per week per area issue. Two shopping papers which East Side uses guarantee over 5,000 copies mailed out each week. The firm has had as many as ten calls from a single area mailing, but never over four or five calls which it was felt were the direct result of a general newspaper display ad.

Plant Visit Procedure

The plant tour starts with a talk by Mr. Van Dorn explaining the method of inspecting, checking for repair needs on both rugs and furniture, and the marking system, followed by a demonstration of rug beating at the 9-foot open-end beater. During the hour visit, the regular routine of the plant is continued. There is no loss from work stoppage, and the visitors can see the processes in operation. For example, visitors are asked to examine a rug which has been washed and put through the 14-foot wringer, while Mr. Van Dorn explains how it removes 95 percent of the moisture before the rug goes to the dryroom.

Each plant visit features a display of a davenport and chair set with the chair cleaned and the davenport uncleaned, and a domestic rug of which half has been cleaned. This has been found the best method to bring home to the visitor the results that can be obtained.

Half of the hour is devoted to a talk on rug and furniture fabrics. Over 50 samples of rug materials and upholstering are used for demonstration. During this period Mr. Van Dorn explains the plant's insured mothproofing service and fireproofing service. He also gives a demonstration of the latter, using a flameproofed curtain and a large plumber's candle. East Side has built up considerable volume on its in-the-home mothproofing and flameproofing service.

The effect of the plant inspection and Mr. Van Dorn's talk can best be indicated by quoting an item from a fraternal paper which chides the woman members of the society for a poor attendance at the visit. It reads:

> The project . . . scheduled for March 30 at the East Side Cleaners was worthy of a much better attendance. A small group of 25 were there so the venture was not a financial success but we did spend a most interesting afternoon. Spring housecleaning is uppermost in our minds at this time of year and the lecture and demonstration on cleaning rugs, furniture and drapes given by Mr. C. Van Dorn was enlightening and very instructive. Also his demonstration of the proper fabrics to choose in home furnishings and rugs that will clean and wear well were appreciated by his small but interested audience. He also explained to us how they dye faded davenports and chairs, making them look as good as new. All of you who didn't attend missed something unusual and interesting in its appeal to the homewife.

The reaction of the sisters who attended the tour confirms Mr. Van Dorn's high estimate of the promotion value of plant visits. ★ ★

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do you have trouble touching bottom?

SUNBEAM *automatic* CLOTHES LIFT

takes the BEND out of cleaning plants and laundries

Patent applied for

AT LAST . . . the answer to the "broken back" complaint of plant workers the world over—the complaint that's robbing you of production—the complaint that's running up your labor costs.

NOW—the SUNBEAM *automatic* CLOTHES LIFT brings every garment right to the worker's finger tips. NO MORE bending deep to get the last garment at the bottom of the basket. NOW every garment comes right to the top—*automatically*.

So simple, you'll wonder no one hit on this idea before. So perfect, it will save hours, dollars and tempers in every corner of your plant. So cheap you'll want one for every basket in your plant.

FOUR TIMES in every cycle, SUNBEAM *automatic* CLOTHES LIFT saves back-breaking reaching for the bottom of the basket. In the sorting department, in the benzine room, at the dry tumbler and at the spotting table SUNBEAM can now bring every garment UP right into the hands of the worker.

The SUNBEAM *automatic* CLOTHES LIFT fits into any aisle-basket or hamper. Scientifically designed springs elevate a movable platform. As garments—and it doesn't matter if they're all wool, all silk or mixed—are tossed into the basket, the platform lowers until the basket is filled.

As garments are removed—the platform raises, keeping all the work HIGH, within easy and immediate reach. What a boon for aching backs—what a speed-up for production.

Long-lasting, of finest materials available, in sizes to fit all standard baskets, SUNBEAM CLOTHES LIFT will bring you a real production boost, a real labor economy.

FULL: platform *automatically* sinks ALL the way to the bottom of the basket.

HALF FULL: As garments are removed, platform *automatically* lifts clothes to comfortable, easy-to-reach, time-saving working level.

EMPTY: the last garment is *automatically* raised to the top—no bending.

Easy to install—just hook the 4 springs over the rim of your hamper and the platform is *automatically* in place—ready to keep *all* garments at easy-reach height.

Platform made for ANY sized basket—lifts and lowers automatically to proper height no matter size, quantity or type of load.

Then slip liner into basket, place hem of liner about 3" over rim, draw strings tight and you have a complete *automatic* back-saving container.

Platform is structural girder type and chassis covered with tempered masonite.

Precision tempered steel springs calibrated to accommodate any weight.

Liner is double duck, sturdily stitched for long, hard, every day service.

This is the liner that fits into the basket and rests on the platform. It covers springs, prevents pinching.

PRICES (including lift, springs and liner; basket extra)

10 bushel size . . . $13.45
12 bushel size . . . $13.95
14 bushel size . . . $14.45
16 bushel size . . . $14.95
other sizes in proportion

ASK YOUR JOBBER—OR WRITE

CLEANERS SPECIALTIES SUPPLIES CO.

6615 N. Fairfield Ave. Chicago 45, Ill.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Sullivan's new plant at Yakima, Washington, has two-lane drive-in with parking on both sides. Front of concrete plant has Italian marble finish, was designed to stress strength and protection of vault. Building is 50 by 100 feet, double-decked. 15-by-30-foot vault holds 2,000 coats.

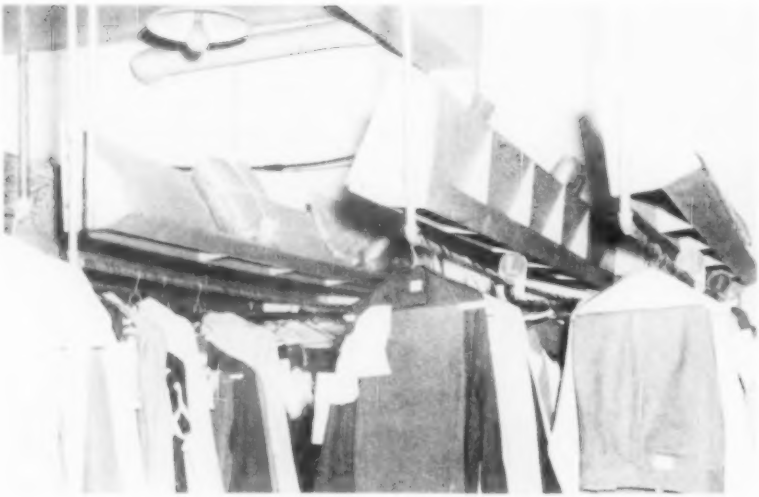
NO-SHRINKAGE GUARANTEE

Northwest Cleaner's Promise on Drapes Builds Volume in Profitable Sideline

NOT a single claim was paid by Sullivan's of Yakima, Washington, during twelve months of guaranteeing no shrinkage on drapes. Newspaper display space is used to drive home this one line, "We guarantee no shrinkage." Yet in a year's time, reported John Sullivan, only one set of drapes showed an appreciable shrinkage and even on that no claim was made by the customer.

The drape department is equipped with a stretcher, a 24-by-60-inch bothead and a bothead mushroom press. One finisher handles nothing except draperies and similar pieces, with a helper during the heavy season.

For delivery, drapes are hung on hangers and covered with a cellophane bag. Bedspreads, which are handled at the same department, are also packaged in cellophane. Mr. Sullivan believes that this special



Slanted racks, 12 inches high, for miscellaneous packaged orders run full length of storage rails.

Mrs. Holmes was a regular sleuth

The lady was a past master at the art of detecting. The way she hunted for spots in the clothes we cleaned, I'm sure she could wade into a haystack and come out with the needle.

It used to gripe me a little when she'd rip the paper bag off a suit and inspect it from collar to cuff. Finally, one day, I asked her why she kept looking when she never found anything. Her comeback gave me the clue.

"Young man," she said, "about a year ago you turned out a dress of mine that was a mess . . . dull looking and still full of spots. If you'll remember, I brought it back to you."

I remembered all right, and I told Mrs. Holmes so. But I also told her that it had all happened before I started using Du Pont "Ovalclene" detergent for my work. And I reminded her that since that day she'd never had another complaint. She looked sort of interested, so I told her all about Du Pont "Ovalclene" . . . even how it works in my equipment.

She admitted that her clothes had been looking fine for a long time now—clean and bright. But she hadn't known what was making the difference.

If Mrs. Holmes is doing any detective work now, she's doing it at home. She doesn't even peek under the paper in here any more.

Use Du Pont "Ovalclene" *in synthetic or petroleum units. And for a synthetic solvent that's safe to use, try nonflammable Du Pont "Perclene" perchlorethylene. Both products are fully backed by Du Pont research laboratories plus the practical advice and assistance of experienced Du Pont Technical Representatives. For complete information write to E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Department, Wilmington 98, Delaware.*

DU PONT

"OVALCLENE" . .	dry cleaning detergent
"PERCLENE" . .	perchlorethylene solvent

DU PONT

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

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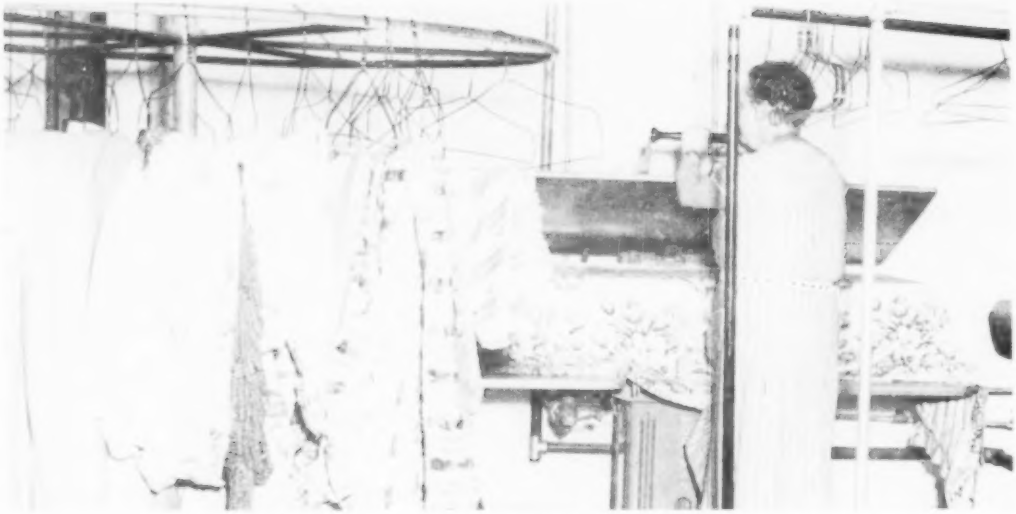

Drapes coming from tumbler line go on hangers to wheel of drape finishing department. After they are finished and inspector has checked measurements, drapes are taken on hanger to packaging section

packaging has a great deal to do with repeat volume.

"Our customers like the cellophane packaging," he said. "They can put spreads and extra hangings on a shelf and tell at a glance what is in the package. We had a good check on this when we ran out of cellophane and used paper for two weeks. We had lots of complaints from our regular customers."

By careful handling and no-shrinkage promotion, the Yakima plant has been able to build drape volume to between $250 and $350 a week through the year. ■ ■

Below left: Oak barrel with copper bands serves as waiting room for alteration customers. Store has oak fixtures, inlaid asphalt floor. Note slot cut in counter for delivering garments. Below right: Manager John Sullivan shows quilt packaged in cellophane

AYR-MOR *brings you the first improvements in* TUMBLERS *in 20 years*

NEW

PATENTED DRYING ACTION HAS THESE MODERN FEATURES:

- More volume with less heat.
- Heated air must pass through clothes.
- No by-pass—utilizes 100% of heated air.
- Up to 70 lower stack temperature.
- Full floating basket—no overhang.
- Protection against fabric shrinkage.
- Heavy insulated cabinet.
- Motor, fan, bearings on outside.
- Noiseless, no gears or chains.
- Positive heat controls save steam and time.
- Automatic timer is standard equipment.
- Available in 40, 60 and 100 lb. load capacities.
- Reversing mechanism available.

WRITE FOR FULLY ILLUSTRATED FOLDER • DEALER INQUIRIES INVITED

AYR-MOR MACHINERY CO., INC.

6546 NORTH SHERIDAN ROAD, CHICAGO 26, ILLINOIS

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LIKE August and Leo*

*According to astrology, the ancient "science of the stars", those born from July 23 to August 22 fall under the influence of Leo, symbolized by the lion.

Stod-Sol
and
Stod-Sol TEST BUNDLE SERVICE

... they go together

BIRTHDAY GREETINGS to DRYCLEANERS BORN in August

Those born under the symbol of Leo, astrology students maintain, are both bold and confident—almost as confident as the drycleaner with STOD-SOL to back him up as he faces a mountain of "special attention" garments. One of the principal reasons for the industry's preference of STOD-SOL and its accompanying "Test Bundle" Service is its superiority in handling difficult cases. Ask your nearest STOD-SOL distributor for details.

ANDERSON-PRICHARD
INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

OKLAHOMA CITY, OKLA.

BRANCHES IN ALL PRINCIPAL CITIES

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NEWS NOTES *in the trade*

Dow Manual on Problems Available

THE eighth in the series of dryceaning manuals published by Dow Chemical Company explains the cause and cure of many of the common problems that beset operators of synthetic solvent dryceaning machines. Called "Common Problems and Their Treatment," this handbook for safe, efficient plant practices was written by Dr. O. C. Cessna, head of the Dow Industrial Applications Laboratory and nationally recognized authority on synthetic solvents.

Manual Number Eight discusses in detail the factors causing sudden filter pressure rises, streaks and spots, moisture accumulation, fading, bleeding and residual odor, along with the steps that can be taken to overcome these difficulties.

This manual is to be followed by other Dow manuals on phases of the synthetic dryceaning process. The manuals previously published deal with customer relations, advertising and sales promotion, accounting systems for dryceaning plants, the nature of synthetic solvents, the cleaning machine, reclamation, and solvent losses and cost of operation.

Copies of the new manual, as well as those previously published, may be obtained from any Dow synthetic solvent distributor.

Detrex Appoints Saxe-Freeman

THE Detrex Corporation, Detroit, Mich., has named Saxe-Freeman Company, 1408-12 Harney St., Omaha, Neb., distributor of the Detrex Coronet and Regent Synthetic Dryceaning Machines and Synth-O-Saver recovery unit. The announcement was made by H. R. Norgen, general sales manager, Dryceaning Division.

Saxe-Freeman Company has been active in the dryceaning supply business for many years and is experienced in every phase of dryceaning equipment sales and customer service. The firm will handle the distribution of Detrex dryceaning equipment in Iowa, Minnesota, Kansas, Nebraska, North Dakota, South Dakota and northern Missouri.

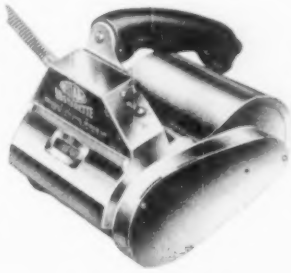
Graham Dyers Discontinued

GRAHAM QUALITY DYERS, Chicago, Ill., has retired from the garment dyeing business, according to an announcement by M. Cowan, head of the firm, who gave press of other business as the reason.

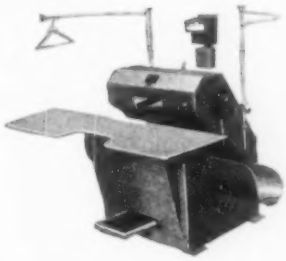
All of Graham's customers are being referred to Almore Dye House, 4412 S. Wentworth Ave., Chicago 9, Ill. Almore, headed by Leon Teichner, states that it is prepared to accommodate the extra demands that will be made in servicing Graham's customers.

Reliable Fur Equipment

A NEW piece of fur processing equipment has recently been announced by Reliable Machine Works. The Lusterette is a fur ironing machine which is said to be entirely portable, requiring no overhead cables, flexible shafts, large stands or other bulky accessories. Weighing 7 pounds, it can be plugged into any convenient socket. The Lusterette is equipped with built-in heat control, temperature indicator and other modern features, and can be used upright, sideways or in any convenient position.



Reliable's new Lusterette



The Lustre-Matic for glazing

Also available is the Lustre-Matic, a semi-automatic machine for mass production for glazing and electrifying, which is said to be simple to operate and speedy in operation. According to the manufacturer, it can be used even on difficult furs, including mouton.

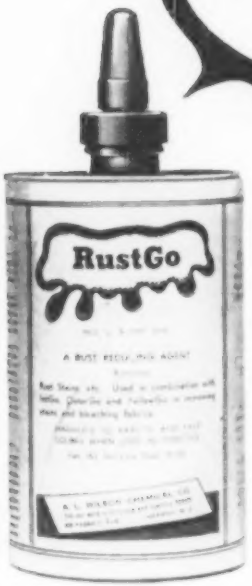
Illustrated folders describing both pieces of equipment may be obtained by writing Reliable Machine Works, 236 Eagle St., Brooklyn 22, N. Y.

Nu-Pro Develops Luring Pad

A NEW steam iron Luring Pad is now being offered to the dryceaning industry by Nu-Pro Manufacturing Co., St. Louis, Mo. According to the manufacturer, with this Luring Pad practically all fabrics may be ironed on the right side without shine, including gabardines, crepes and ties.

Nu-Pro states that users report a saving of 50 percent in the time required for pleating. Another feature pointed out by the manufacturer is the fact that the finisher can see the result of his work as the customer

Rust Stains Disappear Quickly with "RustGo"



RustGo is packaged in a convenient 20 oz. plastic container. It has the old-fashioned hard rubber spout that permits only a drop at a time to come out, and, of course, right on the stain.

Drycleaners and Laundrymen everywhere are finding RustGo an economical and efficient product to use.

RustGo may be used in combination with InkGo, ColorGo and YellowGo in the bleaching of fabrics and the removal of stains.

If you haven't tried RustGo, ask your jobber for 1, 3 or 6 bottles. We invite comparisons in every respect. It is fully guaranteed.

—Ask your Jobber—

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE., KEARNY, N. J.

sees it. Nu-Pro further claims enhanced quality, as well as speed and economy.

The new Luring Pad, on which patent is pending, is of cast aluminum, special fabric, and can be fitted to any steam iron quickly and easily by means of one set screw.

New Sellers Vertical Boiler

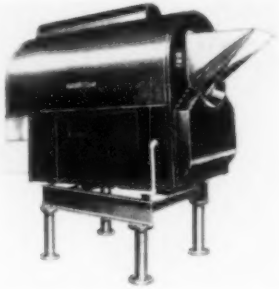
THE Sellers Engineering Company has announced a new line of gas-fired vertical steam boilers said to be particularly adapted to use in drycleaning establishments and laundries. These boilers are made in sizes from 1 through 7 h.p. They are built in strict accordance with A.S.M.E. Power Code, the announcement states and, with the exception of the two smallest sizes, are constructed for a working pressure of 150 psi.

These new Sellers Type H Boilers are of welded construction throughout, with no rivets. Correctly sized, full-length tubes insure economical gas firing. Sellers states, and are properly spaced for easy maintenance. The entire heating surface is in the tubes and crown sheet; there is no outside heating of the shell. According to the manufacturer, this results in well-balanced water circulation inside the boiler, which insures maximum heat transfer, provides dry steam, and helps keep tube surfaces clean.

All models are available with either on-and-off control (as illustrated) or throttling control. Automatic feed water equipment can be supplied to meet any operating conditions. For full details write Sellers Engineering Company, 4876 N. Clark St., Chicago 40, Ill.

American Shakeout Tumbler

THE American Laundry Machinery Company, Cincinnati, Ohio, has introduced a 48-by-84-inch Continuous Shakeout & Conditioning Tumbler which it states will increase flatwork ironing production by substituting mechanical conditioning for manual shakeout. The equipment has an hourly capacity of approximately 1500 lbs. dry weight, and will supply two 8-roll flatwork ironer crews with a continuous flow of conditioned and small pieces.



Feed and discharge conveyors for this equipment, also conveyors for carrying conditioned work directly to ironer feeders, are available.

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Martinizing Booklet

A NEW booklet called "Why 'Martinizing' Is More Than Drycleaning" has just been published by Martin Equipment Corporation, 787 Hertel Ave., Buffalo 7, N. Y. The illustrated folder describes the equipment and services included in the Martinizing dry cleaning-plant system.

Standard Appoints Collins

C. B. PUGH has announced the appointment of James H. Collins as sales manager of wholesale equipment for the Standard Laundry and Cleaning Machinery Company of Dallas, Texas.

JAMES H. COLLINS

Mr. Collins has had wide experience in the sales field of drycleaning and laundry equipment, most recently having been associated with a Dallas firm as sales representative for the entire United States. He attended North Texas State Teachers College and served with the 12th Air Force for four years.

Jim Collins has been associated with Standard since October 1948, when the company built a new factory at 6900 Maple Ave. to meet expanded business needs. He will handle all wholesale equipment sales for the United States and Canada and will be stationed at the new plant location.

Electrical Spotting Brush

AN electrically operated spotting brush, tentatively named the "Spot-A-Matic," has been invented by W. H. Munro, operator of the Munro Drycleaning

Company of Beaumont, Texas, and his son, Richard E. Munro. The brush delivers approximately 7,000 5/16-inch strokes a minute and fingertip control is provided by an electric switch mounted on the handle. Weighing about 16 ounces, it is powered by an electromagnet.

According to the inventors, the pressure desired for any type of fabric is easily controlled by the operator, and the brush does the job in much less time than is

Let TOUGH

CLEANSERTAG

cut your garment replacement costs . . .

Better try Cleansertag if your present tags are shredding or losing their markings. This new *fibrous* material holds markings right through processing . . . never shreds or falls apart . . . always stays flat and flexible. Best of all . . . it's less expensive than cloth.

DO NOT ACCEPT SUBSTITUTES! . . . Cleansertag is the *original* tag of its type.

WRITE for SAMPLES

HOLLINGSWORTH & VOSE COMPANY
EAST WALPOLE, MASSACHUSETTS

Please send me samples of your
CLEANSERTAG

Name _____
Company _____
Street _____
City _____ *State* _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Don't Be Deviled By Fatty Acids In August Heat!

Fatty Acids Make Cleaning Stink in Hot Weather— Get Rid of Them With BLUE LABEL DARCO!

Darco is death to fatty acids—the one sure way to get clean, sweet-smelling *quality* dry cleaning every time.

Darco doesn't "cover up" odors—Darco gets rid of the cause of odors by killing off fatty acids and trapping all types of residues that foul your cleaning solvent. This eliminates the need for special "sweeteners" . . . and adds up to improved performance from your washer, still, filter, and tumbler.

See your Darco distributor *now!* There's one near you because Darco distributors are everywhere. Write for "Handbook of Solvent Recovery."

DARCO

DARCO—REG. U. S. PAT. OFF.

DARCO CORPORATION

60 East 42nd Street, New York 17, N. Y.

required by the conventional brush. They state that the electric brush has been tried by both novice and veteran spotters on the most delicate fabrics and that it has proved effective in breaking up paint.

The inventors have applied for a patent on their device and hope to arrange for its development and marketing.

Elcco Adds Production Facilities

THE E. L. Chrisman Company of Los Angeles, California, has announced a recent addition to its manufacturing capacity. It is the new Elcco Press Division at the Interstate Engineering Corp. in Southern California.

According to the announcement, the recent demand for presses has been particularly high and has necessitated increased production planning. In its eighth anniversary year, the company is also extending its distribution to provide concentrated coverage of the entire country.

Production line of Elcco presses at Interstate Engineering Corp. plant

Hild Portable Beater Announced

A FOLDER just issued by Hild Floor Machine Company describes its newly developed heavy-duty portable rug and carpet beater. With this equipment, the company states, rug and carpet beating is a fast one-man operation, requiring no extra space or special platform for the beater. The weight of the machine is 105 pounds, and it is equipped with a ball-bearing swivel caster for easy guiding.

Optional equipment is a vacuum dust collector. The beater may be operated without the vacuum by disconnecting the plug from the receptacle at the top of the housing.

The folder containing full construction details may be obtained by writing Hild Floor Machine Company, 740 W. Washington Blvd., Chicago 6, Ill.

New Press-Cover Fabric

A NEW drycleaning press-cover fabric, made largely of asbestos and blended with cotton and nylon, has been developed by United States Rubber Company. According to the manufacturer, because of the heat-retaining qualities of asbestos the fabric offers a finishing surface which results in quick drying and a better finish, while shine is reduced because the flow of steam through the cover is freer and faster.

The fabric, called Asbestall, was developed by the company's textile division to meet drycleaners' needs for a lasting cover which would keep garments from slipping while being pressed. Asbestall press covers are said to be particularly valuable for use with the new

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foam rubber pads, providing with them a pressing surface which does not require changing for many months.

Asbestall is distributed by the Gustin-Kramer Company, Boston, Mass., which fabricates it into pressing machine covers for resale through jobbing outlets.

McDonnell & Miller Moves Offices

MCDONNELL & MILLER, INC., manufacturer of boiler water level controls and other boiler safety devices, has moved the company's home offices into a new building at 3500 N. Spaulding Ave., Chicago 18, Ill.

Recently McDonnell & Miller built a new plant on the northwest side of the city. The new office building, designed for maximum efficiency in office procedure, has been erected immediately adjoining.

New Chevrolet Trucks

Five new Chevrolet trucks recently delivered by Don Allen Chevrolet, Albany, N. Y., to Du-Rite Laundry, general manager R. B. Benson reported. Units are said to give fast-moving, economical delivery service.

Newhouse Pipe Wrench Kit

A NEW type of expansion pipe wrench has been introduced by the Newhouse Company, 1125 E. Colorado Blvd., Glendale, Calif. The feature of this "inside" pipe wrench which the manufacturer points out is its knurled eccentric cam which locks on the inside wall and provides a positive grip for turning the pipe either way with the aid of an ordinary wrench.

The expansion wrench is especially suited for removing frozen nipples and pipe fittings, quickly and safely, according to E. J. Newhouse. He states further that it will not damage the outside surface of chrome-plated, nickeled or polished pipe, because it grips inside the pipe.

A set of four sizes (3/8, 1/2, 3/4 and 1 inch) comes in a handy leatherette case.

Additions to Button Line

WILLIAM PRYM, INC., Danville, Conn., has announced two new styles of "Prims Cover-a-Button," a self-covered button that can be made without tools, paste or fillers. The new "Combination" button is available in two models, one with a cloth-covered

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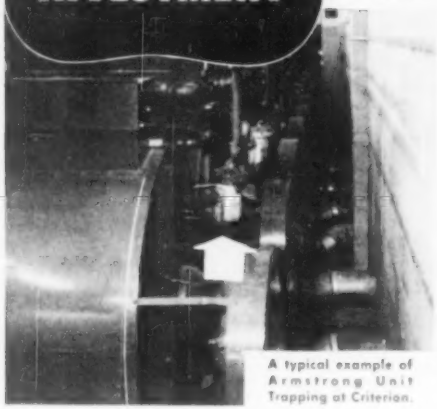

A typical example of Armstrong Unit Trapping at Criterion.

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WRITE FOR BULLETIN NO. 193

ARMSTRONG MACHINE WORKS
850 Maple Street • Three Rivers, Michigan

outer ring as well as a cloth-covered center, and the other with a cloth-covered outer ring and a gold- or silver-colored center. The new "Decorative" button permits decoration of the face of the button with individual designs.

In addition to the two new styles, Prims Cover a Button is also available in Flat and Half-Ball.

Street Appoints Bevis

R. E. STREET & COMPANY, INC., has announced that Sam Bevis was recently selected as an addition to its field organization in the southeastern United States. Perry Walker, who has been with the Street organization for many years, continues as senior field technician in the same territory.

SAM BEVIS

Mr. Bevis has a background of many years of practical plant experience in the drycleaning industry. He started as a part-time employee while attending high school. Later, while attending evening university classes, he worked during the day as a wetcleaner, and later graduated successively to positions of drycleaner, silk spotter, finishing superintendent and finally, plant superintendent. He enrolled as a student at the National Institute of Cleaning and Dyeing and upon his graduation, served as an instructor in the general course for slightly more than a year.

In his new position as junior field technician, Mr. Bevis will service customers served by Street's jobbers in Atlanta, Birmingham, Nashville, Chattanooga, Knoxville, Charlotte and Columbia.

Merchants Chemical Opens New Warehouse

MERCHANTS CHEMICAL COMPANY, INC., 60 E. 42nd St., New York 17, N. Y., has announced the opening of a new warehouse at 1324 E. Brewster Ct., Appleton, Wis. The office will be under the direction of E. C. Swaekhammer, manager of the company's Milwaukee office. W. A. Jacobs will live in Appleton and be the local representative.

Merchants will operate its own trucks, delivering to Green Bay, Shawano, Oshkosh, Fond du Lac, Neenah, Menasha and the surrounding territory. The new office will stock a complete line of industrial chemicals as well as drycleaning and laundry supplies.

Merchants Chemical Company also has branch offices and warehouse stocks in Albuquerque, Chicago, Cincinnati, Denver, Louisville, Minneapolis and Omaha.

New Instant Calgon

CALGON, INC., Pittsburgh, Pa., has introduced a new "instant" form of Calgon which can be added in dry form to the washing formula. The new instant Calgon is described as a small-particle material, equal

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in every respect to the regular form, but instantly soluble when introduced to the washwheel or other operation without need for prior dissolving in a crock. This is expected to be a convenience feature with special appeal to the laundry washman, the brush man in the rug and upholstery cleaning establishment and the wet-cleaner in the drycleaning plant.

Calgon officials emphasized that the new Instant Calgon does not replace the regular form, which many users prefer because they prepare stock solutions of their washing supplies before adding to the formula. Both forms, the company states, are equally efficient in water conditioning and soap stripping.

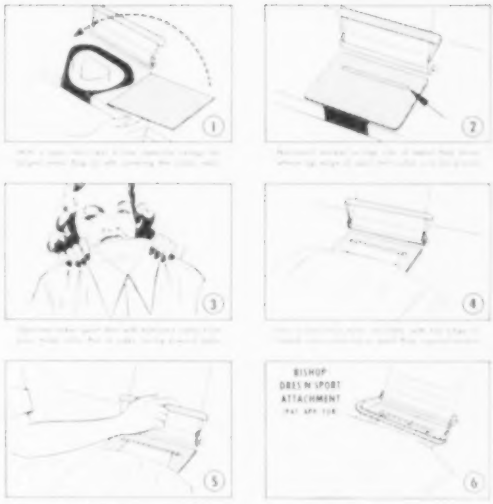
Development of the quickly soluble, free-flowing Instant Calgon required a completely new manufacturing process and extensive laboratory and field use, including test use under a variety of plant conditions for nearly a year, reports D. N. Utesch, sales manager of the firm's Laundry Calgon Division.

The new Instant Calgon is packaged in both 100-lb. bags and 250-lb. drums. The specially designed label includes simple, easy-to-follow instructions.

New Bishop Shirt Folder

A NEW "Dres'n'Sport" Shirt Folder has just been introduced by the G. H. Bishop Co., 621 S. Kolmar Ave., Chicago 24, Ill., which is designed to eliminate complications in the handling of the increasing volume of sports shirts.

According to Dave Freeman, president of Bishop, with the Dres'n'Sport Shirt Folder, both dress and sport shirts are folded with equal ease and speed, following the same procedure and using the same packaging supplies. With only a quick flip of the Dres'n'Sport attachment, he states, operators can shift from dress shirt to sport shirt without sacrifice of production or quality. Dress-shirt collars are finished on a heated, expanding



After above steps, operator lowers folding blade, folds sport shirt with same motions, board and bond as on dress shirts. Clamp lifts with blade

"PROFITABLE ALTERATIONS"

In response to repeated demands—10 pertinent articles taken from previous issues of the NATIONAL CLEANER & DYER have been prepared and reproduced in booklet form.

These articles contain the necessary step-by-step information (with accompanying photographs) to aid your repair department to more "Profitable Alterations."

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Whether you've ever cleaned a fur or not—this outstanding equipment will be an eye-opener. Its simplicity, its perfection, its sure-fire performance day after day will be a revelation in the ease of handling furs. It's frankly hard to believe that so small an investment can make such a pleasurable return in speed and profits. It's hard to believe that an unskilled beginner can quickly out-perform an old-timer in cleaning and finishing furs. Lusterway equipment and the Lusterway process can do that for you—it's a real profit-maker, a real business builder. For full information without obligation . . . . .

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collar mold, while sport-shirt collars are folded flat and unwrinkled, with the points protected and held flat by the regular shirt band applied in the normal manner.

The Dres'n Sport name has been given both to the attachment itself, which may be purchased separately for installation on existing tables, and to a completely new folding table. The new unit is mounted on an air-flow base and is adjustable in height.

The Dres'n Sport Shirt Folder is available in both front-fold and side-fold models. Further information may be secured by writing the G. H. Bishop Co.

American Laundry Machinery Promotions

THE board of directors of The American Laundry Machinery Company, Cincinnati, Ohio, has announced several important changes in the firm's sales organization. Charles O. Knowlton, manager of the Eastern Sales Division, has been appointed vice president and general sales manager, George G. Rups, sales promotion manager, and Raymond Anthony, assistant

CHARLES O. KNOWLTON

GEORGE G. RUPS

RAYMOND ANTHONY

LAURANCE C. WINANS

to the general sales manager, have been named assistant general sales managers. Laurance C. Winans, assistant Eastern Division manager, assumes the position of manager of that division to succeed Mr. Knowlton.

Mr. Knowlton has been associated with the American company since 1919. He first joined the firm at its home offices in Cincinnati, after attending the Engineering College of the University of Cincinnati, and later served as sales representative in both Southern and

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Eastern Divisions. Following an outstanding record as district manager in various district offices, he was made assistant manager of the Eastern Division in 1937, and seven years later became manager of that division, with headquarters in New York City. In his new position as general sales manager Mr. Knowlton will be re-established in Cincinnati.

Mr. Rups, a native of Switzerland and a mechanical engineering graduate of the Wintertur Polytechnic Institute near Zurich, began his career with the firm in 1915 as a salesman. He later became manager of the company's specialty department and has held the post of sales promotion manager since 1929. Widely known throughout the laundry and dryecleaning industries, Mr. Rups is a past president of the Laundry & Cleaners Allied Trades Association.

Mr. Anthony, a graduate of Williams College, has been connected with the Cincinnati firm since 1924. Starting as a salesman, he was later appointed district manager in New York City. Following service in the armed forces during the war, he was established in Cincinnati as sales coordinator of the company's dry-cleaning division. Before his current promotion he had been serving as assistant to the general sales manager.

Mr. Winans has been assistant Eastern Division manager with headquarters in New York City for the past five years. Prior to joining the firm's sales research department in 1925, he had studied mechanical engineering at the University of Cincinnati and Cornell University. In 1937 he was transferred from Cincinnati to the company's district office in Washington, D. C. and became district manager there in 1942.

New International Nickel Bulletins

TWO new technical bulletins on the properties of high nickel alloys have been issued by The International Nickel Company, Inc. Both are 24 pages in length and contain charts, tables on compositions and properties, working instructions, and other information of a technical nature. Both Technical Bulletin T-7 entitled "Engineering Properties of Inconel," and Technical Bulletin T-9, on the engineering properties of "K" Monel and "KR" Monel, are available without charge through the Technical Editor of The International Nickel Company, Inc., 67 Wall St., New York 5, N. Y.

New Spray-Spotting Agent

NATIONAL CLEANERS CHEMICAL MFG. COMPANY has announced its new product, Levelene, a moisture leveler and neutral spotting base for spray-spotting units. According to the manufacturer, Levelene is scientifically compounded to meet the specialized requirements of spray-spotting where moisture absorption, easy rinsing, absence of fatty acids and extreme concentration must be combined.

The new product contains "dehydrid," a compound which, it is claimed, completely absorbs moisture from the steam-spotted fabric, thus making it unnecessary to air-dry before recleaning even in humid weather. It is also claimed that Levelene rinses easily and thoroughly, without leaving rings or stained areas after recleaning, particularly on acetate-bearing fabrics and heavily sized rayons. The company further

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Your customers will be delighted at the chance to make last year's faded coat come to life again in the season's best shades.

She'll thank you for giving her a new dress or coat that's RIGHT to the minute in tone — she'll rave over the brilliant color of Almore-BROWN or Almore-WINE, created just to help you win more dyeing and more cleaning business.

Send garment dyeing to

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DYE HOUSE
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L. Teichner, *President*

states that Levelene, being a neutral spotting base, does not introduce fatty acids into the solvent and thus eliminates frequent distillation and odors.

The manufacturer also emphasizes the versatility of Levelene, which it states produces clear whites and silks when used on the wheel according to directions, and can also be mixed with varying amounts of naphtha and water for use as a general prespotting and brushing agent.

Further information may be obtained by writing to National Cleaners Chemical Mfg. Co., 2807 W. Lake St., Chicago 12, Ill.

Vic Appointments

VIC CLEANING MACHINE CO., Minneapolis, Minn., has announced the appointment of N. M. Delsanter as sales representative for Cleveland and the northwestern Ohio counties. Mr. Delsanter started his business career in 1920 as a machine-tool salesman. In

N. M. DELSANTER

BEN A. SOLOMON

1923 he launched his own dryecleaning business and became experienced in all phases of its operation. In 1946 he sold the plant to return to selling, reentering the dryecleaning field in 1949 as a salesman for various types of cleaning equipment.

Vic has also announced the appointment of Ben A. Solomon as its distributor in Louisiana and Mississippi. Mr. Solomon, whose organization includes a number of sales and service men with long experience in the field, maintains offices and display rooms at 823 Rampart St. and 820 S. Saratoga St., New Orleans, La., where complete details and information on the Vic line will be available.

Three-in-One Sewing Aid

A NEW gadget for the tailor combines seam ripper, thread picker and measuring gauge into one tool. The seam ripper utilizes a high carbon steel, razor-sharp blade that can be resharpened when necessary. It has a measuring gauge for hem lines, buttons, etc., and the thread picker has numerous other sewing uses. For further information, write Cemco Products Co., 1802 Cherry St., Toledo 8, Ohio.

Martin Tumbler-Reclaimer

MARTIN EQUIPMENT CORPORATION, Buffalo, N. Y., has announced the production of a new combination drying tumbler and solvent reclaimer for the Martinizing System or other perchlorethylene units.

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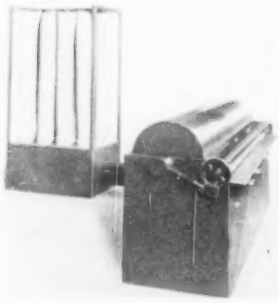
The company claims that the Pere-Saver more than doubles production, because the cleaning unit, when used for washing and extracting only, will handle 25 percent greater loads.

It is also stated that this model has greatly improved drying action which saves solvent, plus other construction improvements. The unit has a drum size of 36 by 30 inches and a capacity of up to 50 pounds.

Cleveland Develops New Beater

TO meet the needs of the smaller rug cleaner, the Cleveland Rug Cleaning Machinery Co., Cleveland, Ohio, has developed the Cleveland Utility Beater which is built only in the 10-foot size. Among other Cleveland features, the equipment includes the flexible feed roll, concave beater bed and flat strap blow.



The machine is sold complete with the dust collector, as shown in the illustration. The dust collector takes up a space 3 by 4 feet and the machine occupies a space 3 by 12 feet.

Rema Air Vacuum Improved

THE Rema Corporation has announced that its new improved Rema Air Vacuum System for use on garment presses is now in production. The Rema Vacuum is available in four sizes—for 1, 3, 5 and 8 presses. All are vertical vacuums requiring less than 2 square feet of floor area for the complete installation.

The Rema Air Vacuum System is powered by a vertical motor with a suspended turbo vacuum unit directly attached to the motor shaft, thus eliminating extra bearings. Natural drainage is attained by placing the vacuum unit directly over the condenser tank.

The Rema Vacuum is said to give sharp, over-all vacuum which enables press operators to dry and set garments faster. According to the manufacturer, users of the Rema Vacuum report savings in fuel as high as 40 percent.

A bulletin giving further details may be had by writing to the Rema Corporation, Box 86, Norwalk, Conn.

Meter for Toxicity Detection

THE Davis Emergency Equipment Company, Inc., Newark, N. J., has announced that it is now making available to general industry a new instrument for the toxic range analysis of Halogen derivatives of hydrocarbons, to be known as the Davis Halide Meter. This new analyzer, originally perfected by E. I. du Pont de Nemours & Company, is said to be particularly adapt-

some cleaners are still on wheels!

Speeds garments thru all operations. Available up to 60" in length.

When wheels stall production, it's time to take to the air with Contin-U-Rail. Here is a complete line of "put-it-together-yourself" fittings that will give you an efficient aerial highway thru every cleaning operation. Write now; let us plan for you and prove that Contin-U-Rail Systems are dependable and economical.

White Machine Co.
104 Livingston St.
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Please send me information on Contin-U-Rail
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104 LIVINGSTON STREET, NEWARK 3, N. J.

WHITE'S WET CLEANING TABLE

Pays for itself in a few weeks!

ONLY $69.50 F. O. B. Newark, N. J.

Height: 36"—overall length: 65"—inside length: 63"—overall width: 27½"—inside width: 25"—depth: 1¾"

No wonder it's the nation's favorite! Rugged, stainless steel construction resists acid, cleaning fluids and steam. Rounded corners make it safe for garments.

Will last a lifetime. Guaranteed for 1 year.

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IT'S THE TALK OF THE TRADE!

It's the washer with plenty to talk about . . . ruggedness, modern appearance and outstanding operating features. See for yourself how the attractively priced Model 500 can cut time and work in your plant. Compare it with other "lever control" machines for the engineering points that mean longer life and better service.

The Western Model 500 is available in three sizes: 30 x 36, 30 x 48, and 36 x 54. All sizes are available in end header belt drive and belted motor drive.

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NORTH KANSAS CITY, MO.

Western Laundry Machinery Co

able for detecting leaks of carbon tetrachloride, trichlorethylene and perchlorethylene, among others.

This instrument operates in accordance with a patented process. The Davis Emergency Equipment Company, Inc., however, has been authorized to state that the patent will not for any reason be asserted against anyone.

Crossland Promotes Staff

THE Crossland Manufacturing Company, Inc., Toledo, Ohio, has announced that William E. Staff, Jr., formerly sales manager in charge of Ya-De Mothproof sales in the Central region, has been named Western sales manager. In his new position Mr. Staff will have charge of the sale of all Crossland chemical products on the West Coast.

WILLIAM E. STAFF

Before joining the Crossland organization, Mr. Staff represented several nationally known management consultant firms. He also served in executive sales capacities with International Business Machine Company and was assistant general manager of the Taylorcraft Corporation. He is a graduate of the Pennsylvania Wharton School of Business and the Illinois Institute of Technology and Industrial Engineering.

In announcing Mr. Staff's appointment, Hugh F. Crossland, president of the Crossland Manufacturing Company, stated: "All cleaners today are facing problems of merchandising and promoting their businesses that have been solved by other industries. That is why we have employed Mr. Staff to develop a group of management consultant engineers to advise and help the cleaners on the West Coast. After this program has been fully developed, it will be expanded throughout the country."

Accounting Service

A SPECIALIZED service to the drycleaning, laundry, linen supply and rug cleaning industries in accounting, management consultation and cost engineering has been announced by David Katz, formerly comptroller for a large laundry company and accountant for the National Institute of Cleaning and Dyeing. Mr. Katz will make his headquarters at 1010 Vermont Ave., N. W., Washington, D. C.

New Fuel Oil Treatment

A HOMOGENIZING fuel oil treatment known as Instant Acting Sabanol has been introduced by American Sand-Banum Company, Inc., 9 Rockefeller Plaza, New York 20, N. Y. According to the producer, Sabanol has a flash point of over 200 degrees F., is nontoxic and nonexplosive, contains no abrasives, benzene, solvents, alcohol or ether. It disperses sludge and water in the oil, holding in suspension for intensive atomization and maximum burnability. A folder giving details may be obtained by writing the company.

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Hammond Names Walsh Distributor

LINCOLN WALSH

THE Hammond Laundry-Cleaning Machinery Co., of Waco, Texas, has announced the appointment of Lincoln Walsh of Detroit, Ill., as one of its new distributors. The Hammond announcement states that Mr. Walsh has had many years of experience in the drycleaning and laundry equipment field.

Mr. Walsh has opened a new display room and warehouse in downtown Detroit, in which he will show the newest in Hammond equipment.

Eaton Appointments

HAMILTON A. NEWMAN, who has been a member of the sales staff of Eaton Chemical and Dyestuff Company, Detroit, Mich., for three years, has been appointed representative of the company for the states of Texas, Missouri, Oklahoma, Colorado, Kansas, Arkansas, New Mexico and Louisiana. He will make his headquarters in Dallas, Texas. Mr. Newman served in the Pacific in World War II as a lieutenant in the U. S. Navy Reserve.

Eaton Chemical and Dyestuff Company has been appointed exclusive distributor in the United States and Canada for the Dri-Flo Laundry Marker, a new marking pen which makes an indelible mark on any type of porous surface. The pen is precision-made of aluminum and uses a waterproof fluid which is stored in a felt pad in the barrel. The marking tip, made of treated felt, can be used to mark many kinds of clothing as well as flatwork.

Larton Takes Over Grauer

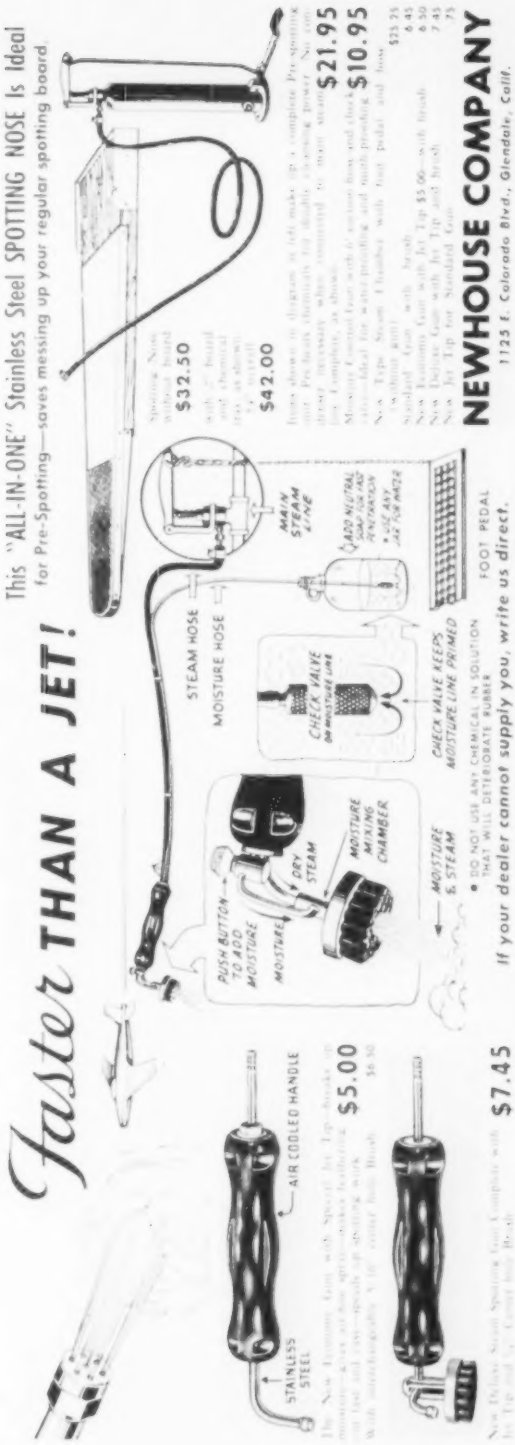
LARTON PRODUCTS CO., INC., 4234 Third Ave., New York 57, N. Y., has announced that it has taken over the business of Grauer Research & Mfg. Co., Brooklyn, N. Y., which has discontinued operations. In addition to the regular Larton line of identification and assembly aids, the firm will continue production on many of the items formerly put out by Grauer.

Literature on Goodrich Matting

THREE new catalog sections on its lines of matting have been published by The B. F. Goodrich Company, Akron, Ohio, and are now available upon request.

The section on runner matting describes and pictures corrugated matting, Ezy-Kleen matting, spike-resisting matting, multilink matting, fiberized counterway matting, Durotred matting, sponge-back corrugated matting and Konoseal matting, made from the flexible material developed by the company and said to be especially valuable where oil and chemicals are prevalent, traffic heavy and service constant. Data and specifications on each of the types are included.

The section on the company's perforated matting describes its construction and outlines various types of application on platform, standard and special perforated



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KIDDYKOLOR GARMENT BAGS

"Great Business Stimulant"
SAYS MILTON ROSENBERG
Calumet Supreme Cleaners, Inc., Chicago

"We find KIDDYKOLOR bags to be a great business stimulant. At long last we have something to reach the customer through the child. Our drivers tell us that they are now greeted at the door by the children to see what kind of bags are covering the cleaning orders. KIDDYKOLOR bags are now completely covering the walls of children's rooms and are hanging in the classrooms of many schools."

"Obtaining New Customers" SAYS J. T. REED
Yerbury-Dana Company, Inc., Rock Island, Illinois

"Our customers are very much pleased with KIDDYKOLOR garment bags. We also find that families without children who receive these bags often pass them on to those who do have children. This, of course, carried our name to many more people . . . probably new customers. We feel that KIDDYKOLOR bags definitely help increase our business by obtaining new customers."

CHILDREN BEG FOR THEM

Now being used with amazing success by alert cleaners all over the country, KIDDYKOLOR bags can boost your sales, too! Every bag is like a page from a giant color book. Children beg for them — and mothers respond with more cleaning orders. Cash in on the powerful advertising and sales value that KIDDYKOLOR bags offer. New illustrations printed regularly. Free newspaper ad mats and handbills for tie-in promotion. Write, wire or 'phone for samples and prices.

KENNEDY CAR LINER & BAG CO., INC.
SHELBYVILLE, INDIANA

Resillo
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OVER 1000 SIZES AND SHAPES TO FIT EVERY PRESSING MACHINE

RESILLO COMPANY
2328 W. NELSON ST., CHICAGO 18
WORLD'S LARGEST EXCLUSIVE MANUFACTURERS of METAL PRESS PADS

mats, gives instructions for ordering, and detailed specifications.

The third section describes auto and utility mats.

Douglas Ramsey to Cover West Coast

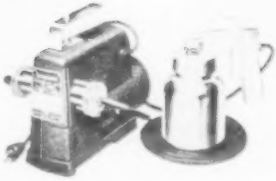
DOUGLAS RAMSEY

WARCO Laboratories, Los Angeles, Calif., has announced that Douglas J. Ramsey, youngest son of W. A. Ramsey, head of the company, will cover the West Coast territory from San Diego to British Columbia. Before undertaking his new duties, Douglas Ramsey traveled with his father through Texas, Louisiana and Florida.

The engagement of Douglas Ramsey to Miss Beverly Schneider of Beverly Hills was recently announced. Miss Schneider was graduated from U.C.L.A. as a laboratory technician in June.

New Portable Electric Sprayer

WEIGHING only 7½ pounds complete, a new portable electric sprayer made by Pet Tools under the trade name of Spraymaster Zephyr is being distributed by the Cleaners Specialties Supplies Co. Intended for on-the-spot spraying of all liquids, the Spraymaster can be used for prespotting, flame-proofing, wet or dry sizing or spraying water repellent.



Not a vibrator-type device, Spraymaster has a motor-driven, compressor-type construction with an electric motor adapted from other portable-tool uses. The compressor is twin-cylinder type with a 90-pound pressure equalizer storage tank delivering an unfluctuating spray pressure of 25 pounds, thus preventing streaks or moisture rings, the company claims. The

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FOR
BEAUTIFUL
LEATHER CLEANING

KIRK'S suede and leather cleaners

7320 MELROSE AVE., LOS ANGELES 46, CALIF.

aluminum container is lightweight and the spray nozzle is adjustable for different liquids and different requirements. The spray has a pistol-grip handle and the Spraymaster works out of any 110V AC or DC outlet.

The Spraymaster is 8½ by 7½ by 10 inches over all and is said to require only occasional oiling.

For further information write Cleaners Specialties Supplies Co., 6615 N. Fairfield Ave., Chicago 45, Ill.

Huntington Introduces New Flameproofer

A NEW fireproofing agent, called A. D. Flame Proofer, had been introduced by Huntington Laboratories, Inc., after nearly a year of research and testing. The company states that tests by an authoritative drycleaning trade association showed that the average char length of fabrics treated with A. D. Flame Proofer was only 3.9 inches, with a maximum char length of 4.1 inches, and that the treatment reduced afterglow of fired fabrics to just 0.7 of a second.

According to the manufacturer, the agent will not harm fabrics. Any fabrics which are not harmed by water can be treated by immersion. All others are sprayed, using a mistlike spray under about 25 pounds pressure to assure thorough penetration. A single treatment is said to be effective up to a year on garments and fabrics which are subjected to normal wear in an atmosphere of average humidity, while rugs, drapes and curtains are adequately protected with treatments at nine-month intervals. An application of 15 pounds of the agent will treat 100 pounds of fabric, Huntington states.

Detailed information may be obtained by writing Huntington Laboratories, Inc., Huntington, Ind.

Folder on Diamond Neo-Tone Sour

"DIAMOND NEO-TONE SOUR," a recently developed material for souring operations, is the subject of a four-page folder just issued by Diamond Alkali Company. The folder points out seven advantages provided in the souring operation by this bacteria-killing, moth-repelling, odorless material. In addition, specific formulas are given covering the use of Diamond Neo-Tone Sour for neutralization, rust and stain removal, prevention of fabrics yellowing from iron-bearing water, and treatment of woolens and fugitive colors.

Commercial and institutional laundryowners, superintendents and managers may secure copies of this pamphlet by writing to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

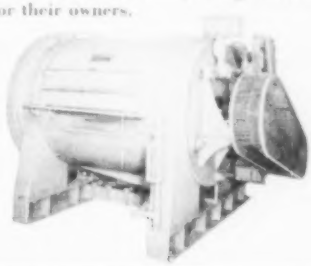
Simplify and SAVE

with

WASHEX

the *PROVEN* COMBINATION WASHER-EXTRACTOR

Washex simplifies the cleaning process by doing the work of *two* machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.



SAVES LABOR

Two operations by the same machine reduces manual handling and cuts labor costs. Many owners report savings of more *than* 50%!

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

THERE'S A WASHEX FOR EVERY SIZE PLANT

WRITE DEPT. NC FOR FREE WASHEX BOOKLET

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WET CLEANING TABLE

A handsome 116 pounds of wet-cleaning efficiency with a big 62" x 27" Formica top that can't crack, peel or chip, and which resists all cleaning chemicals. There's a 2" ADJUSTABLE drain slope at the open-lip drain that you'll like. The big feature is the sturdy, rigid construction that eliminates movement of the table while working. Shipped knocked-down.

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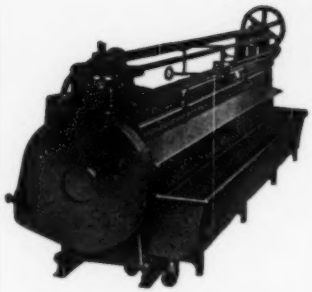

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REDUCES
- Labor 70%
- Power 75%
- Dry Room Heat 80%
- Water use 75%

FACTS
- Heavier materials
- Better materials
- Delivers more pressure
- Extracts more water
- Lower machine cost
- Long life
- Less maintenance than other Wringers

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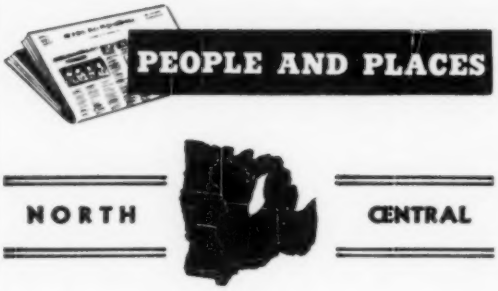

Lane Cleaners has been opened by Mr. and Mrs. Bart Verango on Old State Road 58, West Odon, Ind.

The Hanna drycleaning establishment has moved to new quarters at 3954 W. 69th Terrace, Kansas City, Mo.

Douglas Boyd, owner of Boyd's Cleaners in Erie, Pa., has opened Service Cleaners on Center St., Ashtabula, Ohio.

Speedway Cleaners, 17329 Oak Park Ave., Blue Island, Ill., has been opened by Chuck Pattenaude and Bob Mager.

Hoosier Cleaners, Redkey, Ind., has been sold by John B. Heller to Lawrence Rathfon.

Arthur DeLisle has announced installation of new machinery at DeLuxe Cleaning Co., Bonne Terre, Mo.

West Unity (Ohio) Dry Cleaning plant has been sold by George Westfall to Mr. and Mrs. Clyde Bullah.

Ralph M. Rinehart, manager of Davis Cleaners and Nine Cent Shoe Repair, has announced removal of the business to E. Prairie Ave., Decatur, Ill.

New pressing equipment has been installed at Edina (Mo.) Cleaners by proprietor C. L. Cate.

Sheffield (Iowa) Dry Cleaners has been opened by Andre LaFontaine.

Angola (Ind.) Dry Cleaners has been purchased by Mr. and Mrs. Lloyd Haynes from Howard Deardorff.

Willard Poe has repurchased the drycleaning establishment at Greenfield, Mo., which he had sold four years before.

Spotless Cleaners, 6436 Cermak Rd., Oak Park, Ill., has been purchased by Stanley Justus.

Paris Cleaners and Dyers, owned by Karl Smythe, has opened a branch at 6603 Allen, Lincoln Park, Mich.

Within a week after fire caused by an explosion destroyed the cleaning room of B. J. Thomas Cleaners, Marceline, Mo., a new addition had been built and new equipment installed. Mr. Thomas was recently elected mayor of Marceline.

Magic Cleaners, Inc., 134 N. La Salle St., Chicago, Ill., has been incorporated by Harry and Gloria Lukes and Velva Cohen.

Phil Scroggin has opened a rug and furniture cleaning firm at

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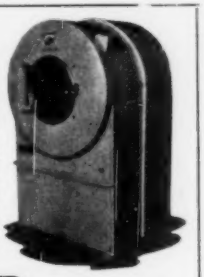
The Washer Built For Your "SCRUB" Department

HAMMOND 35 lb. MONEL WASHER

$595



Just right for your wet wash department! Thorough, fast, rugged—the Hammond Monel Washer means more profit in your plant. Replace your old machine now—with the Hammond Washer. Operating with the exclusive Hammond "Atomic" drive and reverse system. Fully guaranteed, it dares comparison. Order yours today.

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Increase Your Volume with the "New Yorker" Shirt Unit!

Ten years of intense research and development have produced the "New Yorker" line of air - operated laundry finishing presses. These smooth, fast, powerful presses are particularly desirable for quick, economical work . . . a new source of income which means more volume to you.

Write for prices and information

"Combo Check-Bagger"

Checking desk, bag storage unit and garment bagger . . . all in one.
Price ONLY $59.50
With casters $64.50
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The "Rodi-Reel"

Saves time, money and labor in sorting and assembling.
Price ONLY $82.50
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Cook "Washettes"

Rugged, profit-producing commercial type washers which are designed for continuous, trouble-free service.
Prices and information upon request

For your every equipment and service need, write TODAY!

RODIN MACHINERY COMPANY
A DIVISION OF RODIN BROS. CO.
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13 Highland St., Greencastle, Ind.

A new plant is under construction on W. Adair St., Oak Grove, Mo., for Cameron Cleaners.

Drycleaner Marvin Bobbit has leased premises at 900 Central Ave., Cincinnati, Ohio.

Highland Park Cleaners, Inc., 305 Bloom St., Highland Park, Ill., has been incorporated by Zeffero Pacini, Katherine Morelli and Robert C. Sassetti.

Hampton Cleaners, Hampton Village, Maplewood, Mo., has opened its fifth store, at 5711 Delmar Blvd. Operator Ted Kristal presented Hawaiian orchids to customers at the opening.

Vogue Cleaners has opened a new store at 1118 Central Ave., Wilmette, Ill. Other branches are at 44 Green Bay Rd., Winnetka; 391 Roger Williams Ave. and two others in Highland Park, and in Lake Bluff.

Dixon Cleaners, owned by Oalos E. Dixon, has moved its quarters from 418 to 422 E. Market St., New Albany, Ind.

Mr. and Mrs. Floyd Towell have purchased a drycleaning business in Pittsfield, Ill.

Uptown Cleaners, California, Mo., has been sold by Donald Birdsong to Mr. and Mrs. H. F. Henrikson.

Perfection Cleaners, Inc., 270 Vermont Ave., Dayton, Ohio, has been purchased from the former corporation headed by Joseph Zimmerman by Raymond E. Watson, who will manage the business, Howard Staley, Joe Eilers, Jr., and Frank Doorley.

A fire of unknown origin destroyed the plant of Model-Paris Cleaners and Launderers at 324 E. Wabash Ave., Decatur, Ill. The firm, which is owned by Dave, Kay and Robert Ward and Robert S. Ritchie, also operates plants in Bloomington, Normal and Streator.

Leo R. Mullarkey has resigned as president of Madison (Wis.) Steam Dye Works and plans to open Spic and Span Cleaners and Furriers, Inc., at 3322 University Ave., Madison, Wis., with his son, Leo L. Mullarkey.

Additional new equipment has been installed by Mr. and Mrs. E. W. Schindler at NuWay Cleaners, W. Third St., Cameron, Mo.

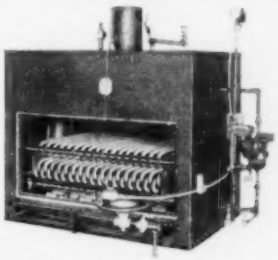
A new drycleaning establishment has been opened in Samaro, Ill., by Ira Thompson and Joe Shofer.

Neat and simple drive-in of Esquire Dry Cleaners, Lansing, Michigan

PARKER INDUSTRIAL BOILERS

The Greatest Dollar Value On The Market

Lower Initial Cost—Lower Maintenance Costs—Greater Ease of Operation—Greater Dependability



The sensational new Model 50, designed especially for cleaning and laundry plants is the greatest advance in boiler design in the last decade. Many outstanding features are low initial cost—inexpensive to install—low operating cost. Completely safe — simple to operate—dependable. Easily cleaned — complete accessibility — long life. Manufactured in gas and oil, sizes 4½ to 100 H.P., A.S.M.E.

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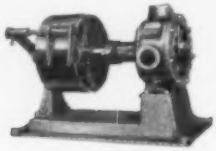

Fig. 8
FLAT BELT-DRIVE UNIT

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The job of building the original "gear within a gear" rotary pump has been the single aim of the Viking Pump Company for over 59 years.

Developments and improvements have steadily progressed with this single purpose in mind . . . the advancement of this most copied of all rotary pump principles.

It's the self priming pump with a steady and sure delivery of all types of clean liquids regardless of viscosity, and in capacities from ½ to 1050 gpm.

The name VIKING is your one assurance of the original and genuine "gear within a gear." Look for it on your next rotary pump . . . be safe and sure. Learn more about the genuine Viking pump today. Write for free bulletin 802Q.

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Viking PUMP COMPANY
Cedar Falls, Iowa

THE BUSIEST BOOTH

at the recent CHICAGO DRY CLEANERS CONVENTION was the exhibit of

PRIMS COVER A BUTTON

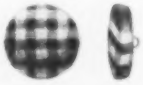
the new and only button that can be self-covered (with the same material the dress is made of) with your bare hands . . . NO TOOLS NEEDED . . . EASILY . . . QUICKLY . . . PERFECTLY.

Prims are rustproof — dryclean proof and washable. They also can be removed from the garment without disturbing the thread that holds them on. Simply pry off the cap holding the material, then, after cleaning the garment, snap it back on again.

Prims are the easiest, most satisfactory and most economical means of replacing lost buttons.

Available in Flat, Halfball, Combination, and Decorative in all popular sizes. Packed ⅛ gross of each size to the box, or 10 assorted to a box.

Made by the makers of the well known SONOMOR line of Pins — Safety Pins and Garment Hangers.



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A complete line of presses with all steel construction and six exclusive mechanical features that will save you time and money.

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NORTH WEST

Mr. and Mrs. Charles Humphrey have installed new drycleaning machinery at Humphrey Cleaners, Sutherland, Neb.

Operation of Franklin Cleaners, 3403 S. E. 50th Ave., Portland, Ore., has been taken over by C. R. Hackworth.

Alex Schaeffer has announced plans to open a drycleaning establishment in the Kenny Bldg., Steele, N. D.

Pursley Cleaners, Benkelman, Neb., has been sold by Mr. and Mrs. Thelman Pursley to Harry White.

R & J Cleaners has been established at Aberdeen, Idaho, by Mr. and Mrs. Rigby Roskelley.

Wardrobe Dry Cleaners, Newberg, Ore., has been sold by Sam Scott to Bob Getchell.

Robertson Cleaners has been opened with new equipment in the Ed Fakema Bldg., Coupeville, Wash. The proprietor is C. A. Robertson.

Owner M. H. Williamson has remodeled and modernized the front and interior of Plattsmouth (Neb.) Cleaners.

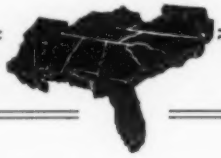
Partners Audrey Weakley and P. L. Fahnlander have purchased Nu-Way Cleaners, 200 River Rd., Eugene, Ore., from Ernest Everett.

G. E. Warburton has purchased Standard Cleaners, Omak, Wash., from P. J. Swanson.

Sage Cleaners, owned by Eva M. Sage, has moved to a new drive-in plant at Lexington, Neb.

Durrill Black has purchased a cleaning plant in Laramie, Wyo.

SOUTH EAST



Mme. Soucasse dryceaning establishment has been opened at 1416 20th St., Miami Beach, Fla. Anne Glauber is associated with Mme. Soucasse, who also operates a plant in New York.

Mrs. W. E. Sorrells has taken over operation of City Cleaners, Glenwood, Ark., from the owner, Russell Sevier.

Perry R. Marsh has received permission to construct a building development at 20th St. and Central Ave., St. Petersburg, Fla., which will include a drycleaning plant.

Stanford Swaringen has announced the reopening of Albemarle (N. C.) Dry Cleaners in a new plant on N. Fourth St.

Chester's Cash and Carry Cleaners has been opened by Chester Raulerson on Road 70, Okeechobee, Fla.

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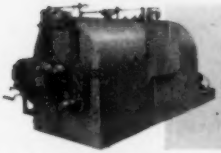

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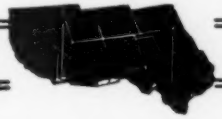
HOT WATER AND STEAM GENERATORS FOR HEATING, PROCESSING OR POWER

607 GIBSON ST. • KALAMAZOO, MICHIGAN

Park-In Cleaners recently held the formal opening of its new plant at 140 Riverside Dr., Daytona Beach, Fla. The business is owned by R. L. Poitevint.

Holland's Dry Cleaners, South Boston, Va., awarded 1,250 door prizes at a recent open house for its modernized plant and new storage vault.

SOUTH WEST



Proprietor John Ainilian has installed new boiler equipment at National Cleaners, 510 Whittier Blvd., Montebello, Calif.

Royal Cleaners has been reopened by Mrs. Frances Koudelka in the remodeled Stephens Bldg., Eagle Lake, Tex., and new equipment has been installed.

Wardrobe Cleaners, 322 E. Main, Ada, Okla., has been purchased by Joe Martin and Mac Hale.

Lawrence G. Sawyer, owner of Almena (Kans.) Cleaners, has installed a new extractor.

An addition has been built to the plant of City Cleaning Shop, Melrose, N. M., owned by Herman Reeder.

La Habra (Calif.) Cleaners has been sold by Mr. and Mrs. Sam Sharpe to Mrs. Marian O'Brien.

An addition now under construction will double the plant space of Joe Rushing Cleaners and Dyers, 1106 W. Davis, Dallas, Tex., according to Mr. Rushing.

Waurika (Okla.) Cleaners has been purchased by Mr. and Mrs. D. W. Parsons.

New drycleaning equipment has been installed by Mr. and Mrs. Raymond Gray at Band Box Cleaners, Sharon Springs, Kans.

Jasper Ruth has taken over Hartman Dry Cleaners, Marietta, Okla., and will operate it as Ruth's Cleaners.

"Bep" Nestler, owner of Nestler Cleaners, 716 Commercial, Atchison, Kans., has remodeled the plant interior and front and added new equipment.

Spic and Span Cleaners has been opened by Ray and Vivian Hockett on Fifth St., Las Animas, Colo.

Filoy Cleaners has been opened by E. Neff at 337 E. Canon Drive, Beverly Hills, Calif.

Joe Millender, Jr., has opened Little Joe's Dry Cleaners in a new building at Cedar and N. Fifth Sts., Teague, Tex. New equipment has been installed.

New cleaning machinery has been installed at Nu-Way Cleaners, Maud, Okla.

Mr. and Mrs. LeRoy Price have purchased Nelson Cleaners, Enterprise, Kans., and have renamed it Enterprise Cleaners. Mr. Price is an NICD graduate.

Tillet Cleaners and Hatters has opened a branch in Lincoln, Calif. The firm operates plants in Roseville and Loomis.

Dossett Cleaning and Pressing Company has taken space in a shopping center now under construction on Casa Linda Plaza, Dallas, Tex.

let's smooth up your production flow with

69 LC

LANE

Canvas Trucks

Sorter to spotter to washer to garment press. Available also with body of Lane Glossy **PLASTICIZED** duck which sheds dirt and wipes clean with a damp cloth.

Ask your supply-man
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"I DID IT MYSELF"

It's a snap with
TIME SAVERS
Pre-Engineered
"HI-SPEED"
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Construct your own efficient rail system at the lowest possible cost.

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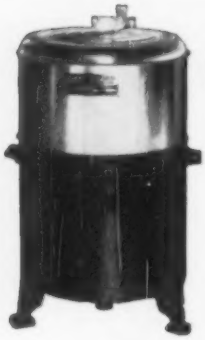

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EXTRACTORS
The most efficient time and money saving Extractor on the market.
Made in 15", 17" and 20" sizes.
Send Us Your Inquiry.
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LAUNDRY MACHINE CO.
TOLEDO, OHIO

The new plant of Delta (Colo.) Cleaners on Main St. was recently opened. Owners are Mrs. Gene Day, president and general manager; P. C. Edmunds, Glenn Lee and Mrs. R. Scott Carrington.

E. G. and Marie Kalemkarian have announced intention to sell Central Cleaners & Dyers, 610 E. Walnut St., Pasadena, Calif., to Stanley Knowles.

Ray Moore's cleaning establishment has moved to new premises at 118 N. Main, Henrietta, Tex.

Gene Lemley, new owner of Royal Cleaners, Mooreland, Okla., has sold his interest in the Royal Cleaning plant at Alva. Mr. Lemley is also part owner with Manuel Blanco of Spic-'n-Span Cleaners.

New cleaning machinery has been installed at Ripley Cleaners, Newton, Kans.

Avery Cleaners, 321 W. Valley Blvd., San Gabriel, Calif., has been sold by Mr. and Mrs. E. W. McHenry to C. A. Teagarden.

Main Cleaners and Dyers has been opened at 605 E. Main, Grand Prairie, Tex., by Frank O. Brannon and Jack Ross.

Quality Cleaners No. 2 has been opened by Don Sunderland, with Dexter Cowley as manager, at 210 W. Lincoln, Wichita, Kans. Other branches of the firm are Quality Cleaners No. 1 at 2426 E. Douglas and Glora-Tone Cleaners, 2410 E. Kellogg.

Mr. and Mrs. Bob Peters have moved Platteville (Colo.) Cleaners to a recently purchased and remodeled building.

Jack Martin has announced intention to sell Towne Rug & Upholstery Cleaners, 1551 14th St., Santa Monica, Calif., to Maurice and Jeanette Brauner.

Kelley Cleaners has been established on Fifth St., Silsbee, Tex., by M. H. Kelley.

Mr. and Mrs. B. T. Hanners have opened the Schnable Cleaning establishment at Kincaid, Kans.

Sacramento Golden State, 1220 S St., Sacramento, Calif., has opened a new store at 1931 P St.

Kelly Smith Cleaners, Inc., 209 W. Sixth St., Austin, Tex., has been granted a permit to build a new plant at 511 W. 19th St.

ABC Cleaners has been opened at 106 S. Main, Pratt, Kans., by Mr. and Mrs. Bert Anderson.

Dick and Harry Yegan, operators of Yegan Cleaners, recently held open house for their new building at 615 O St., Sanger, Calif.

Some new equipment has been installed by James A. Stewart, owner of Avenue Cleaners, Karnes City, Tex.

Harry Goldberg has announced intention to sell Cherry Cleaners, 232 Larchmont St., Los Angeles, Calif., to Daniel Leibowitz.

Beavilon Cleaners has been opened by Mr. and Mrs. H. H. Cutbirth at 802 Wolfe City Highway, Greenville, Tex.

Mr. and Mrs. William C. Barmore have announced intention to sell Central Cleaners, 842 S. Central Ave., Lodi, Calif., to J. F. Walker.

Fishburn's Cleaning Co., Dallas, Tex., has opened its fourth branch, at Zangs Blvd. and Crawford St. The firm is headed by Denys Slater.

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BIL-VIS-X

BETTER BRIGHTER

Wet Cleaning Is Done With BIL-VIS-X

Warco Products Guaranteed Only When Bearing Original WARCO Label.

SAVE 75% SOAP CONSUMPTION

Warco LABORATORIES

1636-40 West Vernon Ave., Los Angeles, Calif.

Proprietor Pinter has built a new front for Fashion Cleaners, 507 Court, Clay Center, Kans.

Fay's Curb Service Cleaners has been opened by Mr. and Mrs. J. M. Thomas at 10968 E. Lower Azusa Rd., El Monte, Calif.

Deluxe Cleaners has been opened by Jerry and Harriet Parmenter in the new M-M Market, Huntington Dr., S. Pasadena, Calif.

Broadway Cleaners, 204 E. Broadway, Cuero, Tex., has been sold by Herbert Frels to Phil Edwards.

Clyde and Martha Soule have announced installation of new cleaning equipment at their plant at 121 W. Fifth St., Newton, Kans.

San Dimas (Calif.) Cleaners has been sold by Herman Hurwitz to Ted Glauthier.

New drycleaning equipment has been installed at the Vogue cleaning plant, 601 S. Glenwood, Tyler, Tex. The company is owned by LeRoy E. Moulthrop, manager, and Joe Haynes.

R & J Cleaners, formerly R & J Rug Cleaners, has moved to larger premises on W. Pine St., Lodi, Calif. The business is owned by Jesse and Ruth Thompson.

Vandergrift Cleaners, Nixon, Tex., has been sold by Frank and Velma Vandergrift to R. J. and Charlene Anderson. The firm will be known as Anderson Cleaners.

HAMILTON DYE KETTLES

Seamless jacketed copper for the best work. Only copper can touch the dyed garments. Low pressure steam over the large jacket area heats fast. Clean, bright results, year after year.

Hamilton Extractor Baskets

With new all-Monel inner bottom, have the one piece cylinder found only in top quality extractors.

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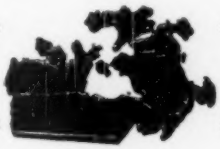

NEW-FOUNDLAND

Williams Lake (B. C.) Dry Cleaners has been sold by Cece Rhodes to Anthony Kallaur.

George S. Langley, president of Langley's of Hamilton (Ont.) Limited, has announced the appointment of William A. Snyder, an NICD graduate, as manager of the Hamilton plant.

Valetor Dry Cleaners, owned by Danny LeBlanc, has been moved to new quarters on Main St., Yarmouth, N. S. Some new equipment has also been installed.

An addition has been built to the plant of Finnie's Dry Cleaners, Melfort, Sask.

A. J. Malor has added a storage vault to Malor's Dry Cleaning and Dyeing plant at Leamington, Ont.

Scona Cleaners and Dyers, owned by Robert Osten, has opened its fourth branch, at 9659 Jasper, Edmonton, Alta.

Community Cleaners, 145 Queen St., Chatham, Ont., has installed a shirt laundering department.

Kennedy's Cleaners and Tailors, Leamington, Ont., recently celebrated its 54th anniversary. The cleaning establishment was founded in 1896 as a tailoring shop by Leonard D. Kennedy and the late Frederick Kennedy.

Joseph Prodor has opened Rainbow Dyers and Cleaners in a new plant at 12524 118th Ave., Edmonton, Alta.

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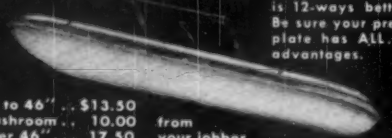

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NORTH EAST

Leon R. Smith has moved his Wellsboro, Pa., drycleaning plant to a new building on Brewery Lane.

Santo Francello, proprietor of Blue Ribbon Cleaners and Dyers, Partition St., Saugerties, N. Y., is constructing a new building on Main St.

C. W. Russell, owner of a drycleaning establishment on Front St., Sunbury, Pa., has engaged Leonard James to operate the business.

Owners Bruce Graves and Gordon MacLeod have announced installation of new drycleaning machinery at Arlmont Cleansers, 1094 Massachusetts Ave., Arlington, Mass.

Frank Mazzaferro has opened a new drycleaning plant at Pine and Sycamore Sts., Jeanette, Pa. Mr. Mazzaferro will continue to operate his two stores at 109 S. Third St. and 404 Division St.

Old Masters Cleaning Stores, Inc., has leased space in the huge bus terminal of the Port of New York Authority, now under construction at 40th St. and Eighth Ave., New York, N. Y.

The name of Mt. Washington Cleaners, 206 Shiloh St., Pittsburgh 2, Pa., has been registered by Harry and Edward Cohen.

S. Wesley Gladding, owner of a drycleaning plant in Bristol, R. I., has taken over Bristol County Valet System on N. Main St., Warren, R. I., and will operate both plants.

Ruby's Cleaners has opened a new drive-in plant at 2409 Saw Mill Run Blvd., Pittsburgh, Pa.

Derian & Co. celebrated the opening of its new drycleaning plant at 1029 Port Washington Blvd., Port Washington, N. Y., by presenting a baby orchid with each purchase. Members of the family engaged in the business include Sarkis Derian; his son, Al Derian, and his father, Hamper Derian.

An open house and dance marked the opening of a new drycleaning plant on Chase St., Westerly, R. I., by Irving R. Rowe, operator of Rowe's Laundry.

Damage estimated at $35,000 was caused by a fire which swept the plant of Topps Cleaners, Inc., 357 State St., Hackensack, N. J. Business was continued and the owner, Ivan Grossman, announced that all losses were covered by insurance.

OBITUARIES

William O. Angelbeck, 66, proprietor of Angelbeck Cleaning Works at Durand, Michigan, died recently after an illness of several months. He was a pioneer member of the Michigan State Association of Cleaners and Dyers.

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FLOOR MATS
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Order from your jobber or write direct.
Pittsburgh TAG CO. 1112-20 Galveston Ave., Pittsburgh 12, Pa.

Charles Barnett, 40, proprietor of Hou-Dee Cleaners, Dayton, Ohio, was fatally overcome by carbon tetrachloride fumes while working in the basement of his plant.

Ralph MacDuff Butler, 58, owner of Butler Cleaning Co. of Salt Lake City, Utah, died in San Francisco May 15 of a heart attack. A veteran of World War I, he was a member of the American Legion and Veterans of Foreign Wars. He is survived by his wife, three sisters and three brothers.

Jared Fisher, proprietor for 33 years of Fisher's Cleaners, Wayne, Michigan, died recently. For many years Mr. Fisher was a member of the board of directors of the Michigan State Association of Cleaners and Dyers. He was a member of Kiwanis, the Elks, and Lodge 112 F. & A. M.

Michael Garofalo, 52, secretary-treasurer of the J-M Cleaning & Tailoring Co. of St. Louis, Missouri, which he founded 17 years ago, died May 15 of a heart ailment. He was a past president of the Society Union Fratellanza and was also active in other Italian fraternal organizations. He is survived by his widow and two sons.

John J. Miedema, 57, operator of Kent Tailors Dry Cleaning Company, Grand Rapids, Michigan, died April 19 a few months after his retirement because of ill health. Mr. Miedema had served for two years as president and for seven years as a board member of the Michigan State Association of Cleaners and Dyers. A veteran of World War I, he was a member of the American Legion, Veterans of Foreign Wars, Christian Ex-Servicemen's Club and Optimist Club. He is survived by his wife, a son and two brothers.

Charles G. Walter, 51, owner of French Cleaners and Dyers, Lincoln, Nebraska, died recently. He was a veteran of both World Wars and an active member of the Knights of Columbus, in which he held several high posts. He was also active in the American Legion, Elks and Cosmopolitan Club. He is survived by his wife, three sisters and six brothers.

Harry Weiner, 51, proprietor of Weiners Cleaners and Dyers, Ottawa, Canada, for 30 years, died suddenly June 18. He is survived by his wife, three daughters, three brothers and three sisters.

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The JANET steam necktie press finishes ties like new! Eliminates all iron marks, sharp knife-like edges . . . leaves ties with smooth rounded edges. Easy to install and operate . . . finishes up to 100 ties per hour. Fits all standard ties . . . built for long carefree service.

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SHEDLOV-HEINZ MANUFACTURING CO.
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*The Complaint Bug that kills sales.

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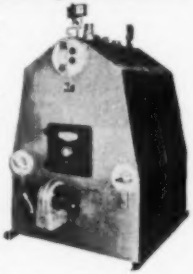

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August 12 and 13—NICD Alumni Association, Back Home Day, Statler Hotel, Washington, D. C.

August 12 and 13—NICD Alumni Association, Western Round-Up, Chapman Park Hotel, Los Angeles, California.

September 18 and 19—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Roanoke, Roanoke.

September 28 to October 7—National Federation of Dyers and Cleaners, Institution of British Launderers Ltd. and British Launderers' Research Association, Laundry, Dry Cleaning and Allied Trades Exhibition, Olympia, London, England.

October 2—Dry Cleaners Institute (Ontario), Annual Convention, Royal York Hotel, Toronto, Canada.

October 7, 8 and 9—American Institute of Laundering, Annual Convention and Exhibit, Boston, Mass.

October 22, 23 and 24—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Royal Alexandra Hotel, Winnipeg.

November 2, 3 and 4—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue-Stratford Hotel, Philadelphia.

November 3, 4 and 5—Ohio State Association of Dyers and Cleaners, Annual Convention, Deshler-Wallick Hotel, Columbus.

November 17 and 18—Illinois State Cleaners and Dyers Association, Annual Convention, LaSalle Hotel, Chicago.

December 3— Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1951

January 13, 14 and 15—Indiana Association of Dyers and Cleaners, Annual Convention, Hotel Lincoln, Indianapolis.

January 27, 28 and 29—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, "Little National" Convention, Fort Des Moines Hotel, Des Moines, Iowa.

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CLEANING PLANTS FOR SALE

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 1074-2

LAUNDRY PLANTS and **DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

Solvent Plant for sale in Southern California. Doing fifty thousand dollars yearly. Equipment in excellent condition. Property included or will sell business and lease property. Terms. **ADDRESS:** Box 3537, **NATIONAL CLEANER & DYER.** -2

ALL NEW, ULTRA-MODERN CLEANING AND BACHELOR LAUNDRY, IN THE HEART OF TEXAS. EXCELLENT OPPORTUNITY FOR ANYONE WITH ENOUGH CAPITAL, PRICE $60,000. WILL FINANCE $30,000. DON'T REPLY UNLESS RESPONSIBLE. ADDRESS: Box 3567, NATIONAL CLEANER & DYER. -2

Modern Petroleum Plant in good West Texas City. Equipment 3½ years old. New building. Doing $2,500 to $3,000 monthly. Building and plant $17,000. Would sell separately. Pictures furnished upon request. **ADDRESS:** Box 3568, **NATIONAL CLEANER & DYER.** -2

Arizona: Old established drycleaning and laundry business doing over $100,000 gross yearly. Owner wishes to retire. **STROUT REALTY,** 3820 N. Central Ave., Phoenix. 3570-2

Modern Solvent Plant fully equipped, 2 new Metro trucks, buildings. Prices $1.00 up. Finest reputation, old-established. Over $50,000 gross 1945-46-47-48-49. Will work with new owner 6 months. Priced right. Philadelphia, Penna. **ADDRESS:** Box 3599, **NATIONAL CLEANER & DYER.** -2

For Sale: Solvent Plant, $44,000 volume. Fully modern equipment. Best town in North Illinois "growing," good terms. I have made enough to quit. Good prices. $25,000. **ADDRESS:** Box 3617, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant for sale. **GOOD OPPORTUNITY,** only plant in town of 10,000 population, fully equipped to handle $2,000 to $2,500 week volume. Three trucks and store in nearby town included. Grossed $52,000 in 1949. Price $30,000. **ADDRESS:** Box 3644, **NATIONAL CLEANER & DYER.** -2

MODERN SOLVENT PLANT doing good business, excellent territory; owners retiring. For particulars write: E. N. Schram, Broker, 113 E. Front Street, Buchanan, Michigan. 3646-2

CLEANING PLANT AND LIVING QUARTERS—Modern solvent plant; 50 per cent cash and carry, two trucks; $1.00 prices; Maryland, six miles from District of Columbia; $2,000 weekly gross, plus laundry commission; price $30,000. **ADDRESS:** Box 3659, **NATIONAL CLEANER & DYER.** -2

FOR SALE—CLEANING PLANTS—ALL SECTIONS. COME IN OR WRITE: ABBOTT BROKERS, 110 E. 42nd Street, New York 17, N. Y. MU 6-6273, Reg. Broker. 3660-2

MICHIGAN—Modern Cleaning Plant and Real-Estate. Quality reputation. Good prices. Money-maker. Large market. Reasonable. **ADDRESS:** Box 3661, **NATIONAL CLEANER & DYER.** -2

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Cleaning plant and equipment for sale. Located in Detroit, Michigan, 6 branches, 34 employees. Gross, 1949, $157,000. Must sell to close estate. Must have half down in amount of $30,000 cash. **ADDRESS:** Box 3669, **NATIONAL CLEANER & DYER.** -2

MODERN DRYCLEANING PLANT: Oldest established cleaning business in busy industrial town of 15,000 population. Middle Tennessee, approximately 15 miles of new Air Center. Located in center of business district, on main street. Doing approximately $20,000 annually, increasing monthly; price $11,500 including '48 Chevrolet sedan delivery truck in excellent condition. **ADDRESS:** Box 3670, **NATIONAL CLEANER & DYER.** -2

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Retail Drycleaning Plant with built-in
"Certified" **COLD STORAGE VAULT**
holding 9,000 coats (filled to capacity). Located in Long Island's most prosperous town (population 35,000 in the wealthy bracket and still tremendously expanding)

The only Vault in a 10-mile radius (Monopoly)

Up-to-date modern building on Main Street. New Detrex drycleaning machinery. Our retail cleaning prices: $1.50 and up for dresses and suits.

Entire building "Air-cooled"
Steady staff of 8 skilled employees
Plot 45x150, Building 33x76 (4 years old)
2 late International trucks
Total investment in Plant: $122,000
Asking price: $137,000. Cash: $65,000.
Owner, bachelor, 53 years, wishes to retire.

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CLEANING PLANT—located heart of wealthy residential area suburban Los Angeles. No competition, low rent, good lease. Excellent business—owner semi-retiring. **ADDRESS:** Box 3678, **NATIONAL CLEANER & DYER.** -2

SOLVENT PLANT ESTABLISHED OVER 60 YEARS IN INDIANA. All equipment in first-class condition. Volume around $100,000 a year. Owner retiring and leaving city. **ADDRESS:** Box 3679, **NATIONAL CLEANER & DYER.** -2

For Sale: **GARMENT DYEHOUSE**—$15,000—$20,000 yearly. Excellent accounts. Well-equipped. Location—Massachusetts. **ADDRESS:** Box 3681, **NATIONAL CLEANER & DYER.** -2

Will **SACRIFICE MODERN MERCURY Z-3 PETROLEUM PLANT** in good **NORTH EAST IOWA COMMUNITY OF 1500.** Equipment 3 years old. Money-maker for ambitious couple. Long lease on building. **ADDRESS:** Box 3680, **NATIONAL CLEANER & DYER.** -2

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An attractive 3-press **SOLVENT PLANT** in **HEALTH RESORT TOWN** of approximately 10,000 population. **PRICE** $6,000. Box 24, Marlin, Texas. 3691-2

Very modern solvent plant in Central California. Plus 2 stores, 2 special built trucks. Good prices, no price cutting. Average drycleaning volume well over $100,000 per year for the last 5 years, mostly cash and carry retail, a few good select wholesale accounts. Plenty of room for expansion. Building and most of equipment 2 years old. Equipment alone well worth the price; $70,000 some terms to responsible person. Will give satisfactory long-term lease on buildings. Owner retiring. Owner will show C.P.A. books and figures up to date plus any additional information to responsible prospects. **ADDRESS:** Box 3692, **NATIONAL CLEANER & DYER.** -2

FOR SALE OR LEASE modern synthetic plant in Michigan. New equipment, 2 new trucks. This plant is doing $100,000 a year fine retail business. Beautiful uptown store, storage vault. Bargain at $40,000, exclusive of building or will lease to right party. Owner has other interests. **ADDRESS:** Box 3693, **NATIONAL CLEANER & DYER.** -2

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EXCEPTIONAL OPPORTUNITY. None better or more profitable in its class. $47,000 volume not stretched for sale purposes. Choice location in Central Indiana city of 10,000 population. Best of equipment, air conditioned. 80% Cash and Carry. Takes $15,000 to handle. Will pay for itself in two years. Owner retiring. **ADDRESS:** Box 3704, **NATIONAL CLEANER & DYER.** -2

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Plant wanted with chain stores, with or without routes. Annual sales over $250,000. Reply held strictly confidential. **ADDRESS:** Box 3651, **NATIONAL CLEANER & DYER.** -1

Laundry and cleaning plant wanted, by experienced operator and executive, doing over $100,000 yearly. Reply held confidential. **ADDRESS:** Box 3666, **NATIONAL CLEANER & DYER.** -1

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Wanted to lease medium-sized plant fully equipped by experienced manager—silk spotter. Going business only. **ADDRESS:** Box 3701, **NATIONAL CLEANER & DYER.** -17

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DYEING (Cont'd)

QUALITY GARMENT DYEING FOR THE TRADE. 25 YEARS OF CONSECUTIVE, SUCCESSFUL SERVICE TO CLEANING AND LAUNDRY PLANTS EVERYWHERE. SHIP YOUR DYE WORK TO LOEBL'S FOR FAST COLORS AND BLOOMING SHADES. LABELS, LISTING BLANKS FURNISHED ON REQUEST. LOEBL DYE WORKS, INC., 346-350 W. SALEM AVE., ROANOKE, VA. 522-12

SENECA DYERS—EASY TO FINISH DYED WORK—TO THE TRADE ONLY. If you want the **"BEST"** send your next dye order to the **SENECA DYERS, 96 HAZELWOOD TER., ROCHESTER 9, N. Y.** 1562-12

QUALITY GARMENT DYEING. Special attention—Mail orders. Easy to Finish, Fast Service. **CENTRAL DYERS, 541 SHAWMUT AVE., BOSTON 18, MASS.** 3620-12

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LEARN CUSTOM TAILORING, alterations, pattern-making, or fashion illustration in 3 months in one of America's fine tailoring schools. Total cost including tuition and supplies $300. Approved for Vet training. Empire Institute of Tailoring, 422 E. 5th St., Hazleton, Penna. Phone 302. 3671-15

SALESMAN AVAILABLE

MANUFACTURERS' REPRESENTATIVE with established jobber contacts in South. Wants to add to lines now being handled. **ADDRESS:** Box 3665, **NATIONAL CLEANER & DYER.** -19

SALESMEN WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen with technical drycleaning background wanted by leading manufacturer of drycleaning soaps and drycleaning aids. Selling and promoting experience preferred. Give full details past connections. Southern, Midwest, and New York State territories open. **ADDRESS:** Box 3621, **NATIONAL CLEANER & DYER.** -14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. **ADDRESS:** Box 3664, **NATIONAL CLEANER & DYER.** -14

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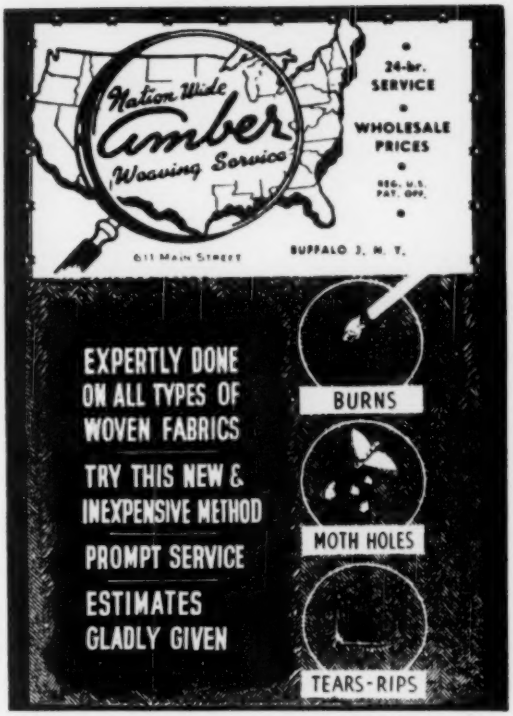

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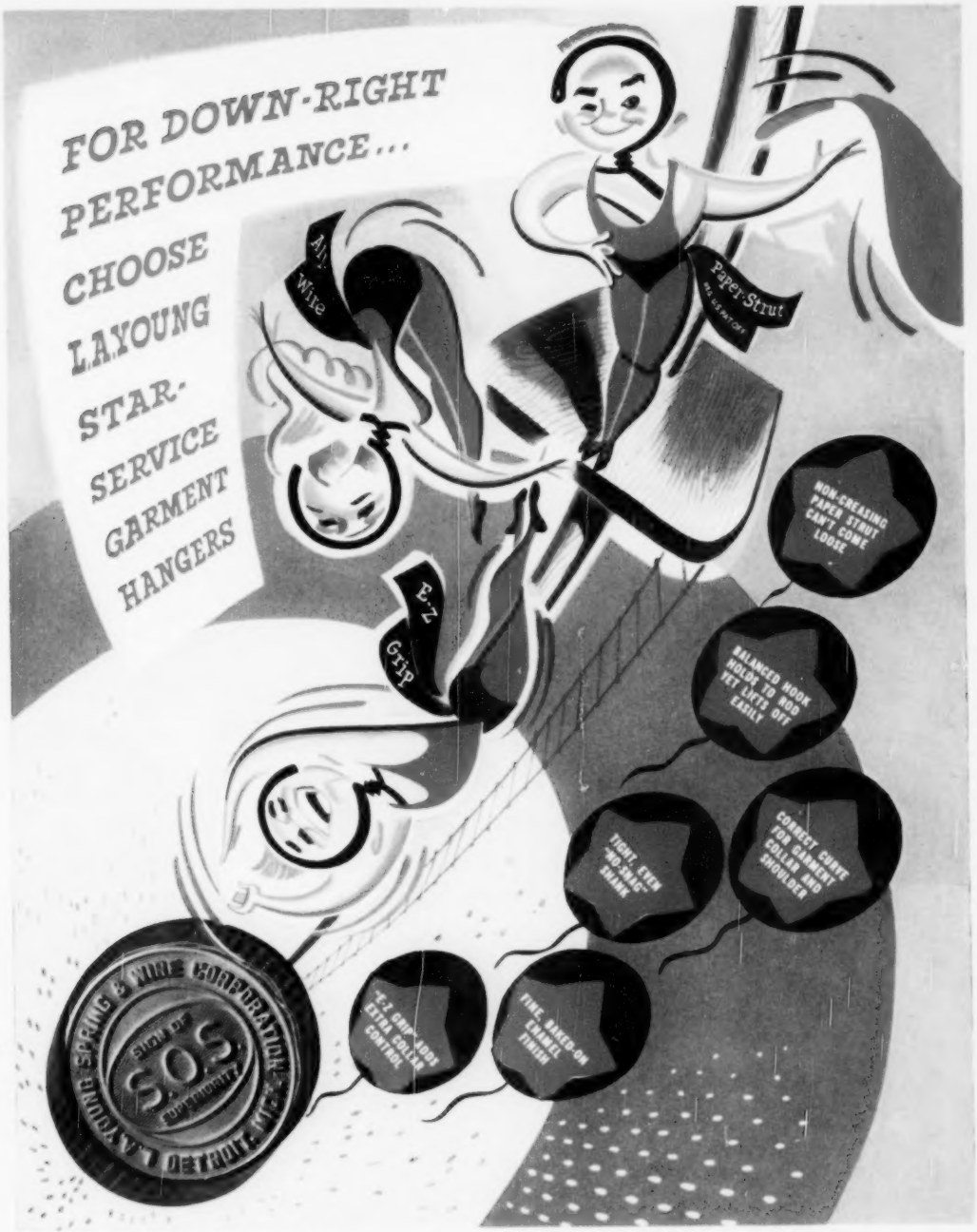

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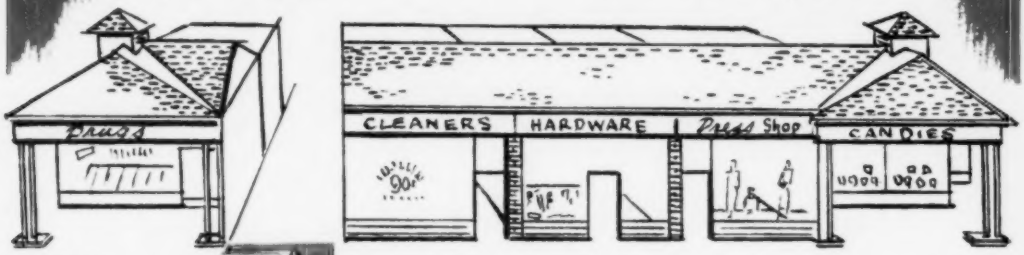

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